MAY 14, 1945

PRICE 15 CENTS

BROADCASTING

The Weekly f Radio

Broadcast Adve

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MAY 16 1945
DETROIT

we take you now to PALAU

IN THE GRIM, fateful hours that followed the bombing of Pearl Harbor, a few words were wiped from a small door on WOR's 24th floor. They were, "Special Features".

Today that name reads, "War Services and News Division". And well it might. For from behind that door have come the hair-raising, on-the-spot descriptions of Peleliu and Palau landings (during the latter Sgt. Flanagan, Marine Combat Correspondent, had his WOR listeners share war's terror with him as he killed a Jap with his carbine during the broadcast.) From there, too, have come the memorable interviews with men downed in the Pacific, the heart-tugging weekly program called, "This is Halloran", and scores of other great WOR broadcasts.

Under the news-aware direction of WOR's Dave Driscoll, the War Services and News Division has, first of all, performed a necessary and meritorious public service. But it has also revealed another brilliant facet in that penetratingly intimate method of programming that has long made WOR the provocative and action-arousing station that it is.

It is such vital and timely scheduling that attracts more people to WOR's daytime programming month after month than are attracted to the daytime programming of any other New York station.

WOR

... first with what

the public wants first

MUTUAL

PRINTED IN U.S.A.

Left: Martha Crane, Helen Joyce, and their microphone have been together continuously as WLS Feature Foods since February, 1935.

Above: part of the 650 grocers, food men, and their wives, at the recent 10th Anniversary Dinner for the WLS Feature Foods program.

Below: Typifying the "old friend" feeling listeners have for WLS Feature Foods is this excerpt from one of the 79,776 letters received by Martha and Helen in 1944.

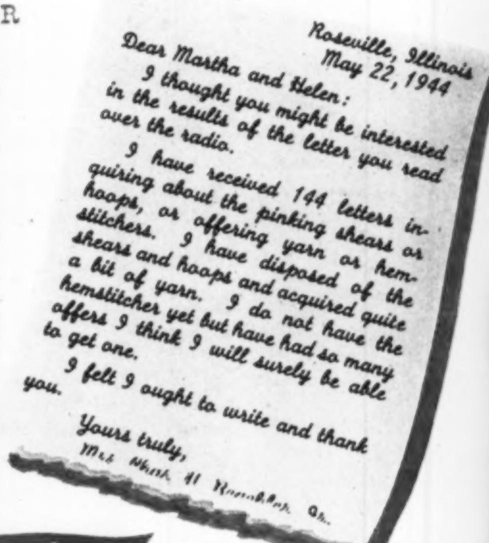
OLD FRIENDS *in*
Midwest America

HOUSEWIVES WELCOME WLS FEATURE FOODS YEAR AFTER YEAR

As 11 o'clock strikes each morning, Midwest American homemakers open their radio doors to WLS Feature Foods, a program that has become a time-tested *Old Friend* in its more than 3,000 consecutive broadcasts.

WLS Feature Foods is more even than a *radio* friend; its two selling voices, Martha Crane and Helen Joyce, have met personally more than 100,000 women in Chicago and suburbs at club meetings and food clinics. Fifteen hundred key grocers in this area are visited regularly by WLS Feature Foods merchandisers. These grocers count the program a *profitable* friend.

This brief description of WLS Feature Foods explains why WLS programs have the confidence of their huge, responsive audience; why they sell quality products and ideas so effectively. For WLS *programs,* like our personalities, come into Midwest American homes as *Old Friends.*



Roseville, Illinois
May 22, 1944

Dear Martha and Helen:

I thought you might be interested in the results of the letter you read over the radio.

I have received 144 letters inquiring about the pinking shears or hoops, or offering yarn or hemstitchers. I have disposed of the shears and hoops and acquired quite a bit of yarn. I do not have the hemstitcher yet but have had so many offers I think I will surely be able to get one.

I felt I ought to write and thank you.

Yours truly,

Mrs. [illegible]

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS

The PRAIRIE FARMER STATION

Burridge D. Butler
President

Glenn Snyder
Manager

CHICAGO 7

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

NASHVILLE'S **UNITED NATIONAL CLOTHING COLLECTION**

6 CARLOADS IN *One* DAY

One corner of the warehouse showing some of the mountains of clothing being made ready for shipment.

Radio delivers again!

Part of the special battery of phones installed at WLAC that were swamped with calls during Nashville's "C" Day.

Sacked and loaded into one of the railroad cars at the Nashville terminals . . . on their way to the needy in war-ravaged countries!

In most places, the National Clothing Collection Drive was for the entire month of April, but in Nashville, it was a tremendous and spectacular one-day event, called "C" Day!

It was left to radio to put it across. WLAC spear-headed the drive, and the results were overwhelming! 15,000 of the 42,000 homes gave! Fifty seven cars and trucks . . . and hundreds of volunteer workers were needed to collect, assort and load the clothing!

Six carloads in one-day! What a magnificent tribute to the pulling power of radio! 60 tons of clothing!

"Gateway to the Rich Tennessee Valley"

WLAC
NASHVILLE

50,000 WATTS

CBS

REPRESENTED BY THE PAUL H. RAYMER CO.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

ASSOCIATED BROADCASTING Corp., with headquarters in Grand Rapids, Mich., which started year-and-half ago as wire-and-wax network largely for religious programs, has been seeking quietly to line up stations throughout nation. Before long plans to announce its fall debut as full-fledged fifth network.

ARIZONA BROADCASTING Co., Associated Broadcasting Corp. and other broadcasting organizations identified by name with the first three letters of the alphabet, doubtless responsible for memo sent by American Broadcasting Co. to all affiliates recently. Memo noted that when appellation "Blue" is dropped June 15, network plans to use full name, substituting "American" rather than "ABC" when conciseness is sought.

ARTHUR FELDMAN, crack Blue war correspondent recently returned from Pacific theater, slated for Blue's London assignment. His bride of six weeks, the former Rhoda Magid who for three years was with BBC program operations in New York, will join him as Blue staffer.

HARD ON HEELS of V-E Day will come some changes in assignments for broadcasters in soldier units. Lt. Col. Abe Schechter, radio officer on Gen. MacArthur's staff, is slated to return in early June, thereafter to retire to civvies. Immediate plans unknown. Lt. Col. Jack Harris, assistant chief, Radio Branch, Washington, is his probable replacement. Col. Ed Kirby, Radio Branch chief, who has hankered for blue serge, may be around a while longer.

MOST ANY DAY now a subcommittee of Senate Interstate Commerce Committee, with FCC Chairman Porter as invited companion, will take off for ETO to inspect communications and radio operations in wartime. Ten-day to two-week trip designed to aid committee in determining legislative course it will follow on proposed international communications merger, covering radio as well as cables. Chairman Wheeler (D.-Mont.) would head delegation. Lt. Ed Cooper, communications expert of Senate committee, on leave from Navy, probably will carry work load. Doubtless group will clear up that footballed subject, "French television".

CHAIRMAN PORTER, incidentally, may be seeing President Truman today (May 14) if schedule holds, for first time since the Chief Executive took oath of office. They are old acquaintances, stemming from Mr. Porter's days as publicity chairman of the Democratic National Committee. Subject for discussion doubtless is international merger.

NEW OWNERS of KQV Pittsburgh, who recently acquired station for $575,000, have had their radio appetite whetted. They are nego-

(Continued on page 78)

Upcoming

May 16-17: NAB Board of Directors, WOW Board Room, Omaha.

May 17: Primary Ballots in NAB Directors-at-Large election must be in.

May 21: Oral argument before FCC on proposed rules 1.301-1.304.

May 22-23: Conference on radio and business at City College of New York.

May 23: Oral argument before FCC, WOV New York transfer of control.

Bulletins

GILLETTE SAFETY RAZOR CO., Boston, is expected to announce its sponsorship of Kentucky Derby on CBS when date of race has been set. Ted Husing will get the assignment. (See earlier Gillette story, page 18.)

* * *

FOLLOWING REFUSAL by WLB to reconsider Regional Board decision of Jan. 13 denying AFM demand for special staff for platter-turning at WJJD Chicago but sustaining quota system, station and union have completed negotiations for new contract calling for four record turners at $65 for 30-hour week and seven instrumentalists at $75 for 25-hour week.

* * *

TEN-B-LOW Co., Columbus, O., ice cream concentrate manufacturer, on May 15 begins 13-week spot announcement campaign on WLW WBZ WTAM WOKO WCAU. Agency, Ralph H. Jones Co., Cincinnati.

GENERAL MOTORS RENEWS

GENERAL MOTORS Co., Detroit, has renewed General Motors' *Symphony of the Air* on 144 NBC stations Sundays, 5-6 p.m., for the third consecutive year, effective Aug. 1, 1945. Concerts will be conducted by Arturo Toscanini for 16 winter broadcasts, by guest conductors, and by Dr. Frank Black for spring and summer series. Agency is Arthur Kudner Inc., New York.

REUNION IN PARIS

RED CROSS headquarters announced last week that Assistant Field Director Sam Pickard had been assigned to Paris headquarters. Mr. Pickard, former Radio Commissioner, ex-CBS vice-president and minority stockholder betimes in several stations, knew Capt. Harry C. Butcher, Naval aide to Gen. Dwight D. Eisenhower, Supreme Commander in ETO, at Manhattan, Kan. They also were contemporary vice-presidents at CBS, Sam in New York and Butch in Washington. Both also knew Gen. Ike intimately because of home state associations, as well as in Washington.

Business Briefly

COCA COLA TO MUTUAL ● Coca Cola Co., Atlanta, on June 18 will switch its *Spotlight Bands* program from Blue to Mutual, at the same time increasing the program's number of outlets from 199 to 240 stations, thus reaching more areas in which Coca Cola bottlers are located. Program will be broadcast 9:30-10 p.m., five minutes longer than on the Blue, and for the summer will be broadcast only Monday, Wednesday and Friday instead of six days a week. Coca Cola also sponsors Morton Downey's 12:15-12:30 p.m. program on 188 MBS stations, Monday through Friday. Agency is D'Arcy Adv. Co., New York.

SUMMER REPLACEMENT ● Lewis-Howe Co., St. Louis, will sponsor a comedy program starring Marlin Hurt as summer replacement for Al Pearce's *Here Comes Elmer* on CBS Saturday 10:15-10:45 p.m., starting late June or early July. Mr. Hurt was free for summer due to *Fibber McGee & Molly* layoff. Philip Leslie is writer and Helen Mack, producer. Agency is Roche, Williams & Cleary, New York.

AD PANEL FORMED ● Jeremy Gury of Donahue & Coe, New York, has organized an advisory panel of 21 advertising experts for New York Veterans Service Center to counsel returned servicemen who want to enter advertising field. Radio representatives are I. J. Showerman, eastern sales manager, NBC; Murray Grabhorn, assistant general sales manager, Blue; Walter Duncan, vice-president, WNEW New York.

BORDEN STILL ON BLUE ● Borden Co., New York, after shifting the Borden show with singer Jerry Wayne July 6 to CBS Friday 7:30-8 p.m. from Blue Sunday 8:30-9 p.m., placed through Young & Rubicam, New York, will retain time on Blue through expiration of original contract Aug. 26 and appoint another agency to handle the fill-in program. New Blue series might be permanent.

CAMPBELL SPONSORS 'SAINT' ● Campbell Soup Co., Camden, N. J., on June 20 starts sponsoring mystery drama *The Saint* on CBS Wednesday, 8-8:30 p.m. (EWT), with West Coast repeat, 9-9:30 p.m. (PWT). William Robeson, producer-director; Leslie Charteris, creator, to be editor-collaborator. Agency, Ward Wheelock Co., Philadelphia.

STERLING PLANS ● Proposed issuance of $12,500,000 of preferred Sterling Drug Inc. stock will be voted on by stockholders at the annual meeting in Wilmington, June 14. Issue would consist of 125,000 shares of $100 par value per share to be sold through a syndicate headed by Eastman, Dillon & Co.

MACY'S EXPANDS ● R. H. Macy & Co., New York department store, has started a 2-4 week participation series on WHOM WINS WJZ WNEW to recruit employes. Now sponsoring *Love Notes* on WOR New York, Macy's expected to start another program about June 1. Agency, Grey Adv., New York.

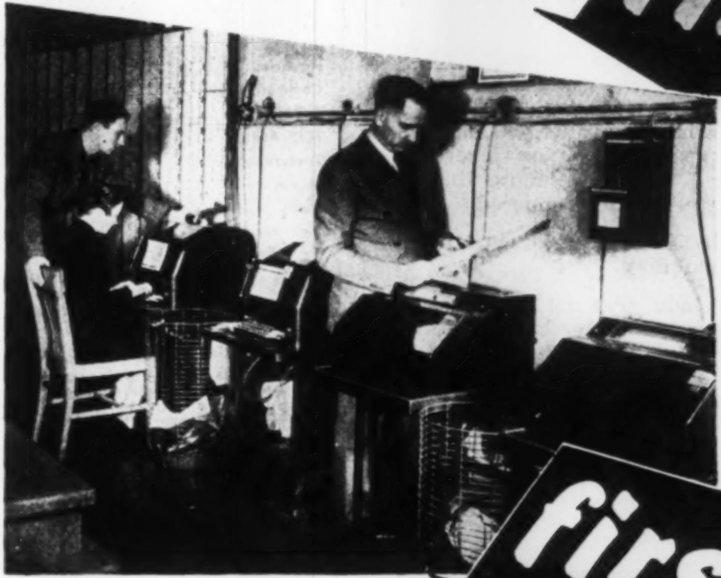
first

in War!

Latest War News
MANIL
MINDAN
IWO JI
JAPA
CHI
KGW

● KGW is the FIRST station to broadcast news from a display window of Meier & Frank, Portland's largest retail store and one of the largest in the nation. From a main corner window the news is broadcast every hour on the hour. With the war nearing a climax on all fronts, interest in news is greater than ever, and true to tradition, KGW is FIRST in Portland to present news in a novel and crowd-compelling way.

first



in Peace!

● In 1935 KGW was the FIRST radio station in Portland to install a teletype machine, bringing direct world-wide news coverage to its Pacific Northwest audience. Virgil Smith was placed in charge of the KGW newsroom and became Portland's FIRST radio news editor.

first

in Audience Influence

● News has always been of great interest to everyone, in peace or war. Realizing this, ten years ago KGW established a newsroom and installed teletype machines. Before that time, most radio news was gathered in a make-shift fashion. The establishing of news service for the Portland audience was definite foresight on the part of KGW and led the way to the very complete coverage the station renders today. For news the people of Portland stay tuned to KGW.

ONE OF THE GREAT STATIONS OF THE NATION

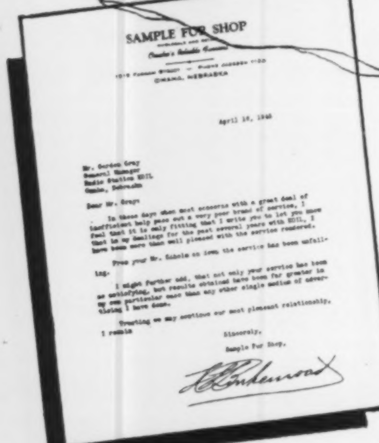
KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

• 1941 • 1942 • 1943 • 1944 • 1945 •

Results in Omaha!


SAMPLE FUR SHOP

Mr. Gordon Gray
General Manager
Radio Station KOIL
Omaha, Nebraska

Dear Mr. Gray:

In these days when most concerns with a great deal of inefficient help pass out a very poor brand of service, I feel that it is only fitting that I write you to let you know that in my dealings for the past several years with KOIL, I have been more than well pleased with the service rendered.

From your Mr. Edholm on down the service has been unfailing.

I might further add, that not only your service has been so satisfying, but results obtained have been far greater in my own particular case than any other single medium of advertising I have done.

Trusting we may continue our most pleasant relationship, I remain

Sincerely,
Sample Fur shop,
L. L. BURKENROAD

-more than
5 YEARS
on
KOIL-

. . . and on COFFEE CLUB since it's inception . . . "results obtained far greater - - than any other single medium."

KOIL

Represented by Edward Petry Co., Inc.

CBS in Omaha

GORDON GRAY,
General Manager

5000 WATTS . 1290 KILOCYCLES

BROADCASTING
The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.
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IN THIS ISSUE . . .

Radio Girds for V-J Day 15
Lid Off on Program-Type Restrictions 15
Congressional Action Against AFM Seen 17
Allocations Are Unlikely for Fortnight 17
AWD Urges International Radio Body 18
Gillette Transfers Fights to Blue Net 18
WGL Card Makes Timebuying Easy 20
V-E Day Statements by Radio Leaders 22
Durr Votes for Further Program Probe 36
Pentagon Radio Nerve Center on V-E Day 56
Yocum Leaves CBS to Manage KGHL 64
City College Award Winners Announced 65
NAB Board Meets This Week 67
Equipment Needed in Pacific Area 72
Bob Hope Favorite on Pacific Coast 73
U. S. Drops Charge in XELO Mail Case 73
Additions Give MBS 264 Stations 74
Commercials Cut for Sunday Ceremonies 75
FCC Grants Locals to New York, California 75

DEPARTMENTS

Agencies 50
Commercial 46
Editorial 42
FCC Actions 74
Feature of Week 10
Management 44
News 52
Net Accounts 48
Our Respects To 42
Production 46
Programs 60
Promotion 58
Sellers of Sales 10
Sponsors 48
Sid Hix 18
Technical 56

SOL TAISHOFF
Editor and Publisher

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CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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BERNARD PLATT, *Circulation Manager*

WASHINGTON: Dorothy Young.

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CHICAGO: 360 N. Mich. Ave. CENtral 4115.
HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 8775.

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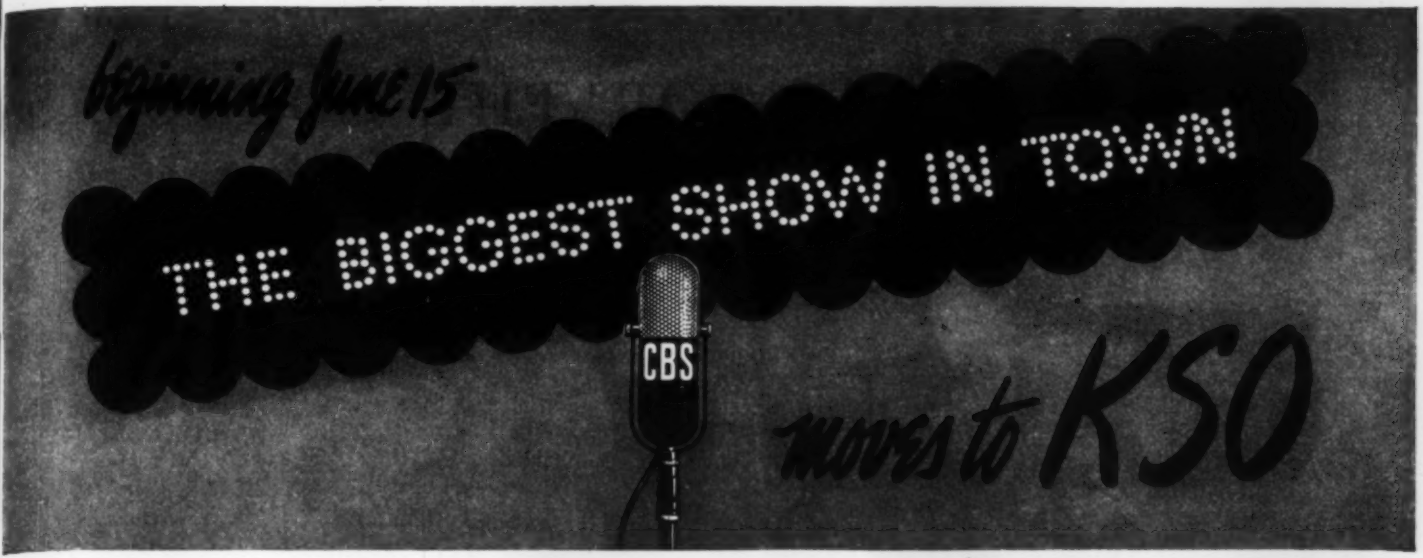


KSO proudly joins CBS...

...and *The Biggest Show In Town* moves to KSO June 15. To make this move, we've planned a vigorous, far-reaching promotion campaign. Year-round and big in every respect.

Radio, newspapers, car cards, posters, billboards, taxicab bumper cards, movie trailers in 7 theaters. Every available medium talking to Des Moines about *The Biggest Show In Town.*

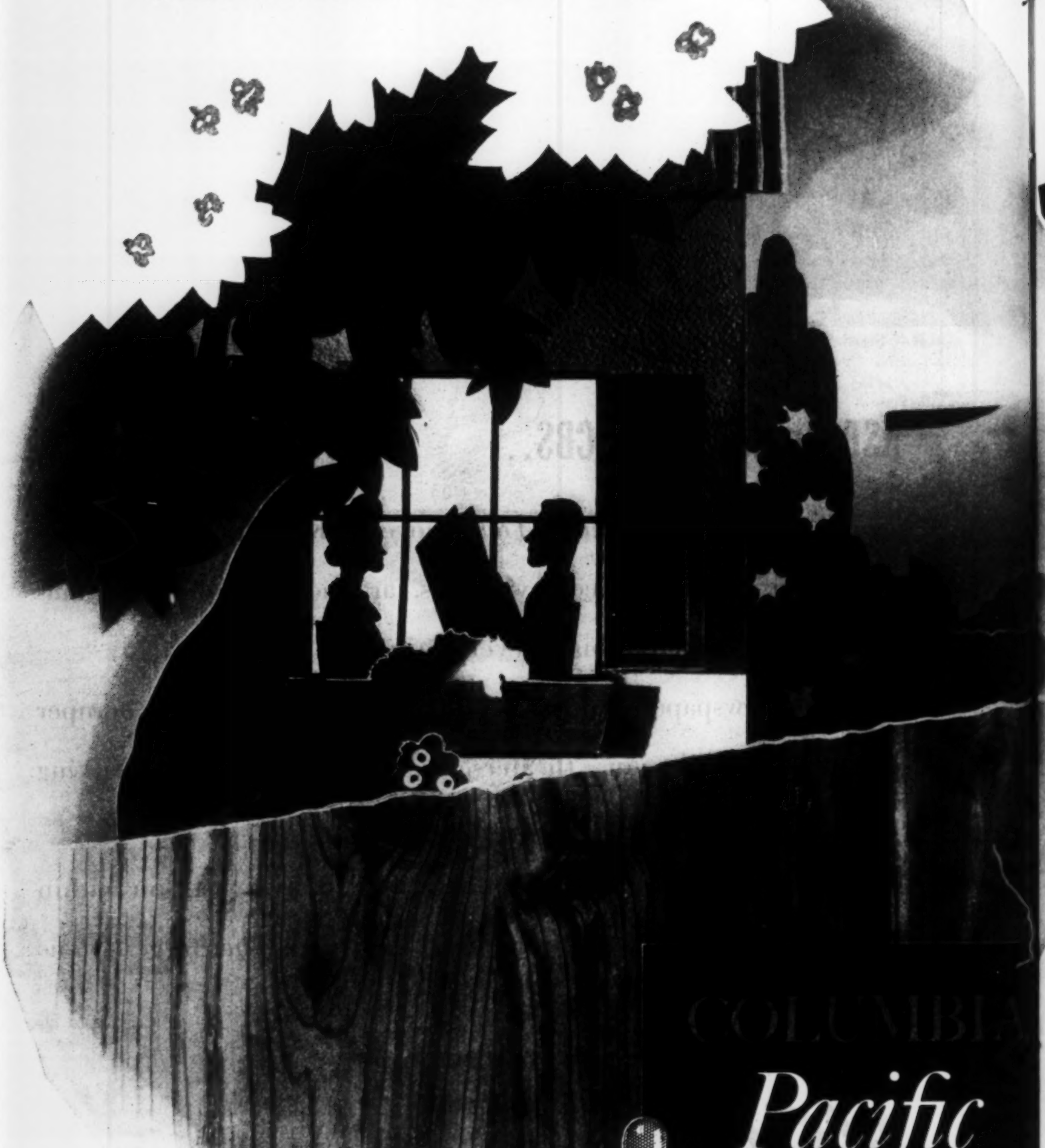
The campaign begins May 13. By June 15, every person within our reach (and that's pretty far) will know that *The Biggest Show In Town* is on KSO.

KSO CBS

DES MOINES, IOWA • 5,000 watts • 1460 kilocycles

Represented by Headley-Reed Co. **Kingsley H. Murphy, Owner • George J. Higgins, General Manager**

CREATED FOR THE COAST...by th


COLUMBIA
Pacific
NETWORK
CBS

b the Idea Network

"The Couple Next Door"

..are neighbors to every home in the West

Out here, we think there are no people in the world more neighborly than Westerners. They're always taking a deep interest in the folks across the fence . . . folks like *The Couple Next Door.*

Mary Ann and Bob are typical. They're young, married, excited about life. Their domestic existence is warm and human. Mary Ann invariably adds up the bank account backwards . . . Bob usually brings everything home from the grocer's except what he was sent for. They have their worries—but they have their laughs, too. And everything always turns out fine.

It's a familiar story. Listeners love it because the doings of *The Couple Next Door* so closely parallel those of their own lives—or those of the neighbors across the fence. Created for the Coast by the IDEA Network, *The Couple Next Door* makes the most of a well-established formula for story-telling success—one that's shown its worth again and again in the high Pacific Hoopers of such well-known domestic dramas as *Blondie* (14.7), *Corliss Archer* (10.2), and *The Aldrich Family* (18.7)*.

Aimed at every neighbor . . . every radio listener . . . on the Pacific Coast, *The Couple Next Door* is ready to team up with your sales message. Sponsors who recognize saleswise programming—(at which the IDEA Network shines)—are in the habit of calling us or Radio Sales when an opportunity like this one presents itself.

*C. E. Hooper Pacific Coast Report for March, 1945.

DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

lace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28 • *Represented by Radio Sales, the SPOT Broadcasting Division of CBS*

Tom-Toms Tell the Tale in Africa

. . . which, of course, is a good way to talk to the savages. . . .

But when you want to talk effectively to the buying-power of a "bigger slice of Florida"—then use

Radio Station

WFLA

serving the Tampa-St. Petersburg area,

WFLA carries top-ranking NBC programs. WFLA supplements them with live local showmanship. The result is that WFLA is the most-listened-to station in the Tampa-St. Petersburg market.

This market, by the way, has enjoyed rapid wartime growth in both population and purchasing power. And, because of the many natural advantages it offers industry, commerce and agriculture, it has better than average prospects of retaining its present prosperity. For today's audience and tomorrow's—use WFLA in the Tampa-St. Petersburg market.

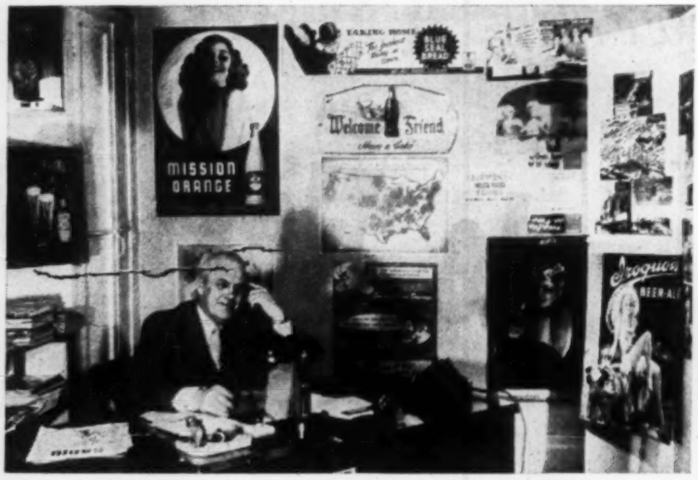
5000 WATTS DAY AND NIGHT

WFLA

TAMPA NBC

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO

Feature of the Week



MORE THAN a mere pinup fan is Frederick R. MacLaughlin, sales manager of WBTA Batavia, N. Y., who decorates his office walls with posters of the firms sponsoring the station's programs. There is a definite purpose to the display and if some of the art appears to be lacking in serious business decorum this can only be attributed to the beneficence of agency copywriters.

Not a day passes, Mr. MacLaughlin assures, that a visitor at his office doesn't glance around at the exhibit and make some pertinent comment. This affords Mr. MacLaughlin the opportunity to discuss his daily program log as well as the advertisers who are responsible for it.

The advertiser himself is afforded a dual benefit. Not only is his product sponsored on the air, it also receives a good measure of attention in the station's sales department offices. Among WBTA's nationally known advertisers are Coca Cola, Bond bread, Carlings, Pepsi Cola and Seven Up. Regionals include Blue Seal bread, Simon brewery, Iroquois brewery, Rochester Packing Co., Ontario Biscuit Co. and Fairmont Creamery.

Sellers of Sales

IN THE fall of '43, when McCann-Erickson wanted a man to take charge of all radio time-buying and station relations for its central radio department, the choice was William C. Dekker, a former New England newspaperman with 10 years experience in all forms of media buying.

BILL

A native of Sault Ste. Marie, Mich., Bill grew up in New Hampshire, where his father, Cornelius Decker, is business manager of the *Manchester Union Leader*. At 12, young William began his newspaper work on the *Union Leader*, serving in various departments during summer vacations and holidays and later becoming correspondent at the State university from which he was graduated in 1933 with the degree of bachelor of philosophy.

It was at that time that Bill switched from the city room to the business office, as classified advertising manager of the *Union Leader*.

In 1934, Bill joined Procter & Gamble in Cincinnati in charge of media and two years later he went to the national advertising staff of the *New York Herald-Tribune*. In 1941 he joined the Ted Bates agency in New York as time and space buyer, holding that position until he took his present job at the invitation of Lloyd O. Coulter, McCann-Erickson vice-president in charge of radio.

As time buyer and director of station relations, Bill is responsible for all network time buying for the entire organization and spot buying for the New York office and other eastern branches. He also is charged with advising branch offices throughout the country on their special station relations problems. Gertrude Gentzel is his assistant time buyer.

Bill, whose hobbies are fishing and gardening, lives in Greenwich, Conn. In 1935 he married Mary McLane. They have three children.

7,000 spots on WWDC

NEW YORK JEWELRY CO
CREDIT
NEW YORK JEWELRY 727

When the New York Jewelry Company first started in radio . . . the budget was $45.

That was 3 years ago.

During that time they have used some 450 ¼ hour programs and over 7,000 spots on WWDC.

The New York Jewelry main store is very tiny, as you can see from the picture. But they probably do more business per square foot than any other jewelry store in America.

The successful builder of retail business should be on your radio list for Washington . . . .that's WWDC!

WWDC

the big sales result station in Washington, D. C.

Represented nationally by
WEED & COMPANY

KEEPING BALANCED results in a CONSTANT AUDIENCE

GIVING people the kind of programs they like to hear is still the best way to maintain a constant listener audience. And the daily program schedule followed by WOV is an example of balanced broadcasting, aimed to appeal to two distinct and different metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give WOV a continuous audience, night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian speaking audience of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., *WOV delivers the largest average metropolitan audience of any New York independent station* . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

SYLVANIA NEWS

STATION OPERATION EDITION

MAY 14 *Published by* SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa. 1945

GREATER NUMBER OF SETS SEEN AS INFLUENCE ON POSTWAR PROGRAMMING

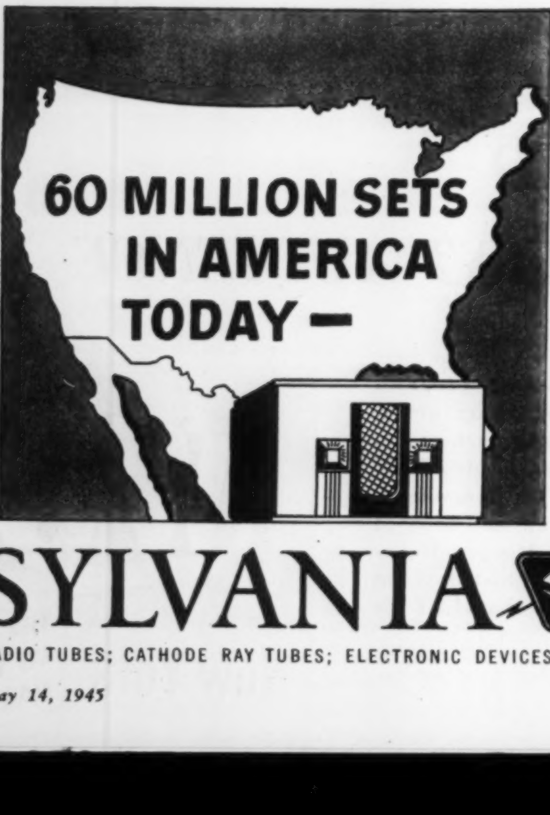
Survey Indicates Bigger Automobile-Radio Audience

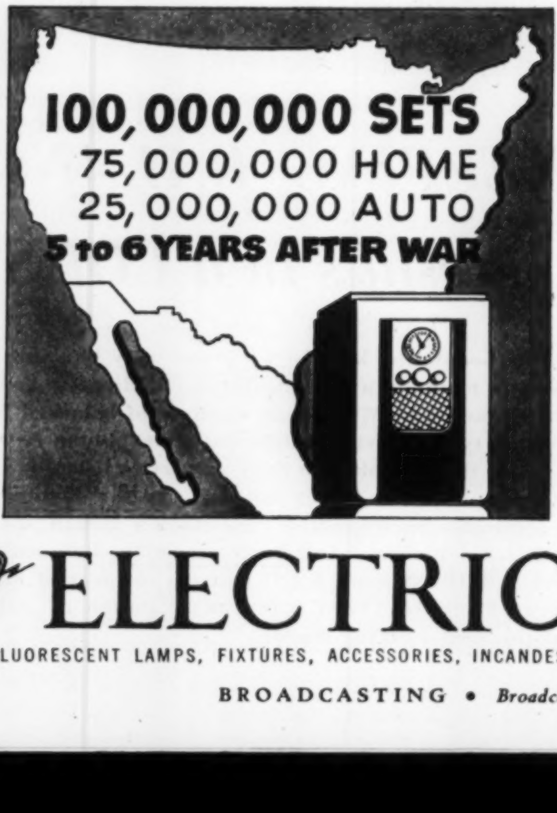
A SUBSTANTIAL increase in the total number of radio sets owned by American families can be expected in the first few years following the war. This is one of the outstanding facts revealed by the nationwide, impartial survey conducted by one of America's leading market research organizations, for Sylvania Electric's Sales Research Department.

There are approximately 60,000,000 sets in America today—about 50,000,000 of them are home radios and 10,000,000 automobile sets. Analysis of the figures collected points to the probability that within 5 to 6 years after the war this total will rise to 100,000,000—75,000,000 home radios and 25,000,000 automobile sets.

This huge expected increase in the number of sets owned suggests two conclusions: In the first place—concerning home radios—it is more than likely that each family now listening to *one* radio will have two or possibly three sets in the postwar era. This would mean that whereas today a single group of programs is usually listened to every week (radio shows preferred by the dominant person or persons within the family), tomorrow people in this same family, with two or more sets available, may be listening to different programs at the same time—obviously enlarging the radio audience, equalizing the value of the shows formerly in competition with one another, and tending to further direct each type of program to a definite type of audience.

In addition—concerning automobile radios—this enormous increase will open an entirely new time area for programs. Sunday afternoons, for instance, will probably become a leading time for reaching the ears of that large group of people almost entirely lost in normal years as they spin in their cars over the open road.





SYLVANIA ELECTRIC

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, ACCESSORIES, INCANDESCENT LAMPS

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BAYUK CIGAR
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NATIONAL BISCUIT
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WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
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BROADCASTING
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VOL. 28, No. 21 WASHINGTON, D. C., MAY 14, 1945 $5.00 A YEAR—15c A COPY

Radio Girds for V-J Day; Freeze Unabated

Moratorium on FM, Video May Be Declared

By ROBERT K. RICHARDS

BEFORE THE MEMORY of President Truman's voice proclaiming V-E Day had faded broadcasters learned in quick succession of these developments affecting their operations for the duration of the war:

Immediate opening up of new broadcast services—such as FM and television—or improvement of existing standard facilities were forlorn hopes for the foreseeable future.

Voluntary censorship provisions governing program types no longer exist (see story, this page).

Drafting of manpower for war service is destined to continue at the present rate by terms of an extension of the Selective Service Act signed by President Truman.

Meanwhile, stations and networks returned to normal programming after observance of the announcement by SHAEF that the war in Europe was at an end. There still continued discussions, pro and con, about the 24-hour pre-victory announcement by the Associated Press that hostilities in Europe had ended.

Nets Represented

Among the 16 radio and press newsmen attending the historic Peace-signing meeting at Reims were four network representatives from the United States and three news service representatives. They were—CBS, Charles Collingwood; NBC, W. W. Chaplin; MBS, Paul Manning; Blue, Herbert M. Clark. News services were represented by Boyd Lewis for UP; James L. Kilgallen, INS, and Edward Kennedy, AP.

The fact that each network was represented implied the importance SHAEF attached to radio coverage of the event. This circumstance, which found American radio men outnumbering representatives of the press corps, was lamented by some newspaper correspondents in their dispatches.

Some commentators called the premature V-E release by Mr. Kennedy, AP war news chief in Europe, justifiable. Others condemned it.

The four major networks lined up in this fashion in covering V-E Day activity the record shows:

NBC—16 hours, 15 minutes devoted to the victory theme, with 17 domestic pickups and 28 foreign pickups.

Mutual—carried a total of 12 hours, 14 minutes, calling in correspondents from eight United States cities and six foreign points.

CBS—11 hours, 53 minutes, logging 74 switch-overs to and from key world points.

Blue—held to most of its regular programs, in revised form, devoting five hours 33 minutes to specials.

It is estimated conservatively that time and talent cost to the four networks for special V-E Day coverage totaled $720,000. This figure probably increases to about $1,000,000 if individual station costs are added.

Indication that there would be no letup in the freeze on facilities and equipment was found in a statement made by Chairman Paul A. Porter of the FCC. He saw no chance of a thaw setting in before V-J Day, a date upon which military strategists themselves will not even venture a guess.

Mr. Porter pointed out that the FCC was in constant touch with the War Production Board, is aware of the latter's plans for reconversion and that "it does not appear that there is any immediate prospect for relaxation of the Commission's freeze policies". This means, it is reasonable to assume, that there will be no green light on new radio construction of any kind for months to come unless there are unforseen military cutbacks in electronics and radio requirements. (See text of statement in adjoining column.)

It would not be surprising in the light of this development to see the FCC declare a moratorium on FM and television construction for possibly six months after the go-ahead signal. This would allow manufacturers to re-tool and design receivers. The Commission's decision on final allocations, expected within a fortnight, of course

(*Continued on next page*)

NO THAW IN FREEZE—PORTER

By PAUL A. PORTER
Chairman, FCC

I DO NOT anticipate any substantial changes in the policies of the FCC until the Stars and Stripes are firmly planted in Tokyo.

We are in constant touch with the War Production Board and are aware of their plans for the gradual reconversion of plant and facilities for the production of communications equipment. It does not appear that there is any immediate prospect for relaxation of the Commission's existing freeze policies.

Demands upon the communications industry for the Pacific War will apparently continue to be heavy for some time to come. The Commission will coordinate its licensing functions closely with the realities of production and when it becomes possible to make available manpower and materials for new construction or the improvement of existing facilities, all interested parties will have a full and equal opportunity to have their matters considered by the Commission. Ample notice will be given concerning any change of existing policies or procedures.

Broadcasting has distinguished itself during the first phase of this war. Other communication services have performed miracles in the face of great obstacles. All are agreed that there is no occasion for relaxation until final victory is achieved.

For additional V-E Day coverage see pages 16, 17, 22, 24, 26, 30, 32, 34, 42, 56, 62, 68, 69, 70, 71, 72, 75.

Lid Off On Program-Type Restrictions

Amendments to Code Eliminate Second, Third Sections

BROADCASTERS can't believe the censor.

Last week, Byron Price, Director of Censorship, announced that the Code of Wartime Practices for American Broadcasters was amended and that, most important radio-wise, ALL of the second and third sections of the document were forthwith eliminated [BROADCASTING, May 7]. At the same time Section I was amended to permit discussion of Presidential movements.

The second and third sections of the Code deal with request programs, informal quiz programs, ad lib interviews (such as man-in-the-street), special events and foreign language programs.

Did this mean that the man who for over three years had been off-the-street could now return?

Did it mean that a station could accept, without equivocation or modification, a request from a listener that a certain musical number be played at a designated time?

What it Means

Did it mean that foreign language stations no longer required special personnel, such as monitors and censors?

It did.

John E. Fetzer (WKZO Kalamazoo), assistant director of censorship in charge of broadcasting, is the authority.

Mr. Fetzer and his censor-colleagues have been plagued by telephone calls, telegrams and letters since Mr. Price's announcement. The messages are from dubious broadcasters who simply cannot believe that the lid has been lifted on program-type restrictions.

As of the date of Director Price's communication, broadcasters can:

Put the man-in-the-street back there as fast as they wish.

Reinstate airport, train terminal, ball park interviews.

Conduct air-forums without special controls to keep specific individuals off the air.

Talk about the President's travels as long as no advance information is given on routes, times and methods.

Accept requests by telephone, or by any other means, for musical dedications, lost pet announce-

(*Continued on page 62*)

will have a bearing on the time needed by manufacturers to retool. An upstairs allocation of FM will make this task more difficult.

At all events, the sequence for resumption of manufacturers' activity appeared to follow this order: (1) Controlled manufacture of (a) tube replacements; (b) replacement of other worn parts of receivers; (2) controlled manufacture of transmitters for AM stations. Distribution also will be channeled with tubes being rationed as to necessity. Military requirements will continue to come first, and general view is that they are still critical enough that civilian production radio-wise must be held up for some time.

Those broadcasting stations and networks now retaining on their staffs men up to the age of 33, and in certain cases men beyond that age, continued to face their loss. V-E Day, according to best information from Selective Service headquarters in Washington and in view of the Selective Service Extension Act signed last week, made no immediate appreciable change in the rate of drafting.

Shortwave Continues

Over a million men will be released from the armed services in the next 12 months. It is likely that the percentage of radio people in this group will be small, because these will be needed in the Pacific war which probably will be even more an electronic offensive than that in Europe. Long distances involved will require more and better communications equipment, possibly with a larger number of experienced operators.

The Office of War Information has made no immediate plans for cutting back its domestic activity, although sharp reductions in budget effected by Congress probably will require some modifications of the OWI operations.

It was apparent in a statement by Elmer Davis Thursday that the overseas broadcasting activities of the OWI would continue in full force. It was noted that the Office of Censorship, for example, which maintains a staff of nine censors in New York to review the outgoing copy of OWI and CIAA, had made no plans for reducing that staff. This would indicate that the OWI does not intend immediately to reduce the volume of its traffic.

Mr. Davis said that it would be the plan of OWI to take over Radio Luxembourg. Probably it would replace ABSIE, the transmitter in England, which reverts to the British three months hence. He stressed that no publications other than those undertaken by the allied governments would be permitted to pass the border into Germany, except those for which subscriptions were held by occupation troops. The intent that OWI will employ radio in the main to re-educate Germans was implicit.

Coverage of V-E Day rolled smoothly according to a master plan which was developed by the War Dept. in cooperation with the networks some months ago and approved, finally, only a few days before the event [BROADCASTING, May 7].

By this plan, early broadcasts were pooled. President Truman's proclamation at 9 a.m. May 8 was made over all networks. Pursuant to that proclamation, through a central switching point at the Signal Corps in the Pentagon Building, voices of field commanders throughout the world were brought to American listeners and to troops overseas. In all, over 50 of these field commanders were made available to the four networks.

5-Star Program

On Monday at 1 p.m. through this pooling arrangement, a 15-minute 5-star program was presented on all networks featuring statements by Adm. Leahy, Adm. King, Gen. Marshall, Gen. Arnold, Gen. Eisenhower and Gen. MacArthur.

These statements pursuing the trend of those made by Congressional and State leaders, and by individual citizens, followed the theme that this was mid-stream in the crossing to final victory.

On Tuesday morning the largest radio audience in history was ready and waiting. Special Hooper reports indicated a rating of 63.1 for President Truman's proclamation. Previous highest rating was 60.0, achieved Dec. 8, 1941, the day after Pearl Harbor. In restaurants, homes, offices,—on street corners where loudspeakers had been set up—in cities, on farms . . . in taxis . . . in military camps . . . the people of the world gathered around their radios and waited for the announcement they knew would come, the finish of their own, the "people's" war in Europe.

Radio gave them what they wanted. Handling the biggest news story in its history, the broadcasting industry set a new record for complete, up-to-the-minute coverage.

SURRENDER PEN
Butcher Substituted One Given to Him by Daly

CHARLES COLLINGWOOD, CBS correspondent from Paris, tells this one about the German surrender at Reims.

"The pens that were used to sign the surrender," Mr. Collingwood says, "were two Parker 51 gold pens which Gen. Eisenhower had especially saved, one for Gen. Bedell Smith and the other for Gen. Jodl, the German plenipotentiary.

"But Capt. Harry Butcher, Gen. Eisenhower's naval aide, took one of the pens after Gen. Jodl had signed the first document and substituted his own with which the other three documents were signed. Now the interesting thing about this pen was that it was given to Capt. Butcher by John Daly, CBS announcer and commentator, who gave it to Capt. Butcher some time ago, and when I told that story to John Daly he said to tell Capt. Butcher that he hadn't really given him that pen, he only lent it to him."

NBC canceled all commercials and sponsored programs until 6 p.m., when normal programming was resumed with brief sponsor identification. CBS ruled out sponsored programs except newscasts, with Mutual and Blue staying more nearly on their ex regular schedules.

Surrender Description

Among the more thrilling broadcasts incident to the proclamation of V-E Day was one by Charles Collingwood, CBS correspondent attached to SHAEF. He described graphically the Reims ceremony and introduced by transcription the actual voices of Gen. Eisenhower and Gen. Jodl, the latter the German commander who, after signing, asked mercy of the victors. This broadcast was offered to all networks on a pool basis.

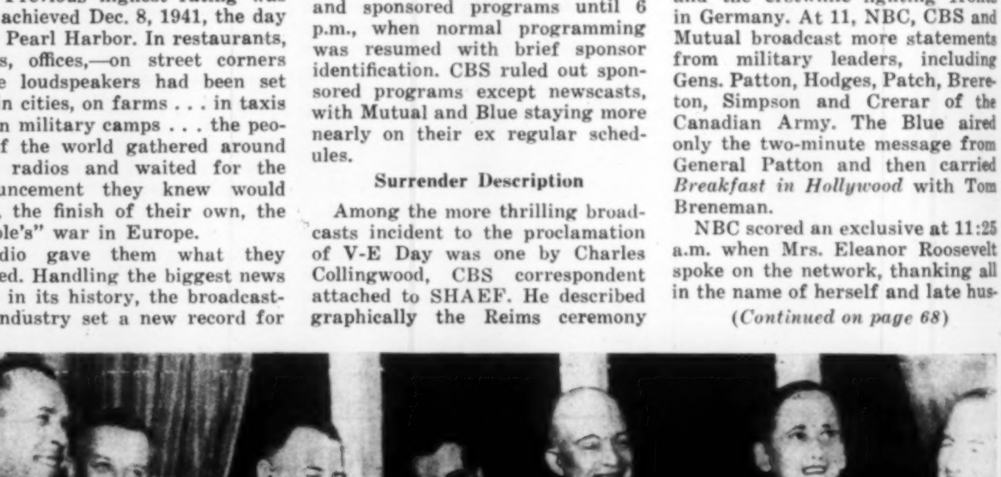
At 9:15 a.m., NBC aired a description of German surrender by W. W. Chaplin from SHAEF, Paris, and a few minutes later, other chains broadcast accounts by their Paris correspondents. From 10 to 10:24:30 a.m., all networks presented a pooled series of statements by such military leaders as Air Chief Marshal Sir Arthur W. Tedder, Gen. Omar Bradley, Field Marshal Sir Bernard Montgomery, Gen. Jacob L. Devers, Adms. Harold S. Stark and Sir Harold H. Burroughs. Generalissimo Chiang Kai - Shek's announcement from Chunking was read on the Blue at 10:30 a.m. NBC presented round-the-country summary of reaction to V-E Day and Mutual sent a transcribed religious program with ministers of all faiths participating. CBS had Bill Shadel from 12th Army headquarters.

From Key Cities

Correspondents spoke on the networks from key cities and combat areas strung out over the globe—Washington, San Francisco, Guam, Okinawa, New York, Paris London, and the erstwhile fighting fronts in Germany. At 11, NBC, CBS and Mutual broadcast more statements from military leaders, including Gens. Patton, Hodges, Patch, Brereton, Simpson and Crerar of the Canadian Army. The Blue aired only the two-minute message from General Patton and then carried *Breakfast in Hollywood* with Tom Breneman.

NBC scored an exclusive at 11:25 a.m. when Mrs. Eleanor Roosevelt spoke on the network, thanking all in the name of herself and late hus-

(*Continued on page 68*)



RADIO WAS THERE when the peace was signed. Smiles wreathed the faces of the Allied command at the Reims headquarters of Gen. Eisenhower. In addition to the presence of SHAEF radio engineers who recorded every word of the historic proceedings, Captain Harry C. Butcher (peering over Gen. Eisenhower's shoulder at the fountain pens which were used for signing the surrender terms) was there as a sort of de facto radio representative, having left his post as CBS Washington vice-president to become the Supreme Commander's naval aide three years ago. Here (l to r) are: Gen. Ivan Susloparov, Russia; Lt. Gen. Sir F. E. Morgan, deputy chief of staff SHAEF; Lt. Gen. Walter Bedell Smith, chief of staff SHAEF; Captain Butcher; Gen. Eisenhower; Sir Arthur Tedder, deputy supreme commander, and Admiral Sir Harold M. Burrough, Allied Naval chief.

Congressional Action Against AFM Is Seen

Petrillo Pressure Methods Told By Ryan

By JACK LEVY

CONGRESSIONAL indignation over activities of powerful labor unions, particularly the American Federation of Musicians, last week brought prospects of legislative action on two fronts.

Following a presentation of assorted Petrillo demands on broadcasters by J. Harold Ryan, NAB president, before the House Committee on Interstate & Foreign Commerce, Chairman Lea (D-Cal.) said the Committee would soon go into executive session to report out a bill to protect radio against AFM pressures.

Rep. Mike Monroney (D-Okla.), whose bill (HR-2121) to amend the Anti-Trust Act to include control over labor monopolies is before the House Judiciary Committee, announced he had been given assurance by Chairman Sumners (D-Tex.) of early hearings on his measure "to lay a firm hand on the shoulder of the little music czar".

Bills Inadequate

Told by Mr. Ryan that stations and networks have no remedy when confronted by unjust demands of the AFM and that Government agencies have thus far been powerless to compel compliance with its directives, Chairman Lea said his Committee agrees that the measures now before it (S-63 and HR-1648) which prohibit interference with broadcasting of noncommercial cultural programs are inadequate. Visibly impressed with Mr. Ryan's detailed recitation, comprising 43 pages of data on the AFM organization and its methods, Committee members exhibited keen interest in seeking a solution to the problem.

When Sidney Kaye, NAB music counsel who assisted Mr. Ryan, explained that the Justice Dept. had been unable to stop Mr. Petrillo from carrying out his ban on recordings because of the Norris-LaGuardia Act, Rep. Brown (R-Ohio) suggested that repeal of the exemptive provisions of existing laws might reach some Petrillo practices.

Thinking of Legislation

"That would certainly be one approach to the problem," said Mr. Kaye.

"You are getting into a broad field there," observed Rep. Patrick (D-Ala.).

"Yes, and it's about time somebody plowed it," Mr. Brown retorted.

But it appeared evident that while the Committee has no intention of disrupting basic labor laws in order to curb Petrillo practices, it is giving thought to legislation which would protect the freedom of broadcasting. Chairman Lea said at the conclusion of Mr Ryan's presentation that the Committee intends to go into the problem of the broadcaster "in considering legislation that we hope will be practically applied to the situation". Some inkling of what Mr. Lea has in mind might be garnered from the questioning of Mr. Ryan and Mr. Kaye.

Chairman Lea asked Mr. Kaye the basis for the decision of the District Court, Northern District of Illinois (affirmed by the Supreme Court), which held that the AFM ban on recordings did not represent a conspiracy as charged in the anti-trust suit of the Dept. of Justice. Mr. Kaye replied that Judge Barnes had ruled that the case involved a labor dispute under the cases which formed the precedent in the Supreme Court "because in a sense it was analagous to a strike against a machine and represented the desires of the members of the AFM that all music should be played by musicians in the immediate presence of their audience rather than by recordings."

Acts Lawful

This colloquy followed:

Chairman Lea—Does that decision interpret the Norris-LaGuardia Act in that connection?

Mr. Kaye—Both the Norris and LaGuardia Act and Section 20 of the Clayton Act were claimed to be applicable, because of the fact that a labor dispute was ruled to be involved.

Chairman Lea—So, the finding was that laws had been passed by Congress permitting those acts or, at least, permitting them to the extent that no injunction could be granted on account of them.

When Mr. Ryan amplified that part of his testimony relating to the AFM practice of preventing networks from broadcasting dance orchestras, picked up at hotels by "remote control", in order to enforce demands for quotas, the following ensued:

Chairman Lea—There are a good many speeches picked up in the same way, are there not?

Mr. Ryan—Yes, sir.

Chairman Lea—Has there been any demand in connection with speeches so far?

Mr. Ryan—No, sir.

Chairman Lea—But, I presume, since it is a similar operation that it would be possible?

Mr. Ryan—Well, so far, the AFM has not extended its jurisdiction that far.

Chairman Lea also inquired whether Mr. Petrillo makes any report to the AFM membership as to funds collected by the union. Mr. Ryan said there is a financial statement rendered annually "but it is very difficult to make much out of it".

Chairman Lea—Do you have any information to show the qualifications required to become a member of the AFM?

Mr. Ryan—I think the main thing is the application.

Chairman Lea—Does it require any qualification as to music?

Mr. Ryan—Not that I have ever heard of.

Chairman Lea—Is there any public accounting of funds collected for the relief of AFM members?

Mr. Ryan—Not that I know of.

Fee Collections

Questioned by Chairman Lea regarding recording fees collected by the AFM, Mr. Kaye said he had only the statement of Mr. Petrillo that he expected to receive $4,000,000 a year during the war but that afterward, with ceilings removed on record prices, the amount might reach $15,000,000 to $20,000,000 annually.

At the request of Rep. Murphy (D-Pa.) Mr. Kaye agreed to furnish the Committee a memorandum on leading articles in law reviews and other publications which discuss the Petrillo problem and offer remedies.

When asked by Rep. Wolverton (R-N.J.) if he believed the AFM action in the banning of Interlochen broadcasts contrary to law, Mr. Kaye replied: "I have come to the point, sir, where I really believe that no action of the labor union which, by the remotest stretch of the imagination, could be deemed to be related to any interest of any member of the union, can be affected by present law."

Control With Few

Mr. Ryan told the Committee that radio has not harmed but has benefited the professional musician, increased his compensation and improved his status. He cited the findings of the War Labor Board panel in the recording case which declared that radio had not decreased the employment of musicians.

The answer to the paradox of Petrillo's demands in the face of such a showing, he suggested, might be found in the "structure" of the AFM which has grown by including in its membership persons whose chief earnings come from other callings. He cited the WLB finding that only one out of three members of the AFM gains his livelihood through music and

(*Continued on page 66*)

At Truman's Side

WHEN President Truman took to the air at 9 a.m. Tuesday, May 8 to proclaim V-E Day, his radio advisor, J. Leonard Reinsch, was there at the request of the President. Mr. Reinsch arrived in town the day before, in keeping with his commitment to the Chief Executive, to be on hand for all radio appearances. It was his first visit to Washington in a fortnight, and he left the same day to return to his Atlanta headquarters, where he directs the activities of the Cox radio stations, WSB, WIOD and WHIO.

Allocations Are Unlikely for Fortnight; FCC Said to Favor Wider FM Band

SITUATION on the allocations front as BROADCASTING went to press:

1. There is little likelihood that the final allocations between 25-30,000 mc will be announced for another fortnight.

2. Proposed allocations below 25 mc probably will not be made public before the final report above 25 mc is released.

3. FCC is reported in a three-way split over FM. Engineering department is holding out for assigning the 84-102 mc band as proposed Jan. 16, while the seven-man Commission is divided, one group favoring FM at 60-80 mc and the other at 60-100 mc. Conclusion is that FM must begin as low as possible in the spectrum and that 60 mc is the probable low.

Educational Video

In FM the Commission is reported to see the answer to many problems, chief of which is lack of frequencies in the standard band. Under the new unofficial proposals the FCC is thinking in terms of 100-200 channels for FM.

In its proposed allocations Jan. 16 the FCC overlooked educational television and earmarked only 12 channels in the lower spectrum for the entire field. Additional space must be provided or noncommercial educational interests must be ignored. Since the FCC feels educational broadcasting should be carried on both sound and vision there are two alternatives, reducing FM space in the lower frequencies to make room for more television channels or expanding FM band below and providing television channels above 400 mc.

U. S. Office of Education, at request of FCC Radio Education Committee of which Commissioner C. J. Durr is chairman, has submitted a memorandum covering a proposed test of eligibility of applicants to receive station-license assignments in the noncommercial educational FM band, it was learned last week. As defined by the Office of Education a noncommercial educational station would be licensed to a "non-profit legal entity which is chartered, incorporated or otherwise established by law for the purpose of conducting an organized and accredited program of public education at one or more specified academic levels, for use, solely and exclusively, as the technical instrumentality for providing an educational FM broadcast service."

AWD Urges International Radio Body

Four-Point Program Encourages Free Flow of News

By DAVID GLICKMAN

A FOUR-POINT program to encourage the free flow of news and the creation of a permanent international radio commission was proposed last week to the Planning Committee of the Social & Economic Council by the NAB Assn. of Women Directors at the United Nations Conference on International Organization in San Francisco.

The AWD commended the four points of Resolution 27 on "Free Access of Information" adopted at the Inter-American Conference in Mexico City early this year and proposed that "since radio is peculiarly adapted to postwar needs of reaching illiterate as well as educated peoples," the following four-point program be adopted by UNCIO:

1. That a permanent International Radio Commission, composed of representatives and radio executives from every United Nation be created for immediate postwar activity.
2. That subcommittees of this International Radio Commission be appointed in every country to study methods and techniques for reaching the people in appropriate languages and dialects, and to direct proper program content.
3. That encouragement for immediate mass creation and distribution of receiving facilities be given by priorities and that use of public address systems be encouraged in public places in backward communities to thus speed enlightenment of peoples.
4. That all countries maintain close collaboration in their several uses of shortwave.

Signed by Dorothy Lewis, director of the AWD, the proposal pointed out that "freedom of expression of thought is an essential condition to the development of an active and vigilant public opinion".

U. S. Wants Free Access

Despite the fact that a free radio-press plank isn't officially on the agenda, it is reported along corridors of Veterans War Memorial Building that before UNCIO adjournment that subject will become an important issue. The U. S. delegation, it is said, made an effort to get participating nations to agree to a policy of free access of information.

When the UNCIO convened report was that Secretary of State Stettinius hoped to obtain adoption of a free access to information policy or resolution similar to that approved in Mexico City.

Mexico City resolution as adopted by the United States and 19 Latin-American nations declares that "There can be no freedom, peace or security where men are not assured of free access to the truth". Nations meeting in Mexico resolved to:

1. Guarantee their peoples free and impartial access to sources of information.
2. Abandon at the earliest possible moment wartime censorship and controls of information.
3. Take measures individually and cooperatively to promote free exchange of information among their people.
4. Make every effort when world order is restored, to establish everywhere in the world the principle of "free transmission and reception of information."

With preliminaries out of the way, UNCIO delegates have settled down to the business on hand and news from commission and committee meetings is being graded down to its importance. Radio therefore has started tapering off its coverage, but is alert for any eventuality. Several top network commentators have returned to their respective beats, but are expected back in San Francisco for final roundup sessions, which might come in early June.

Commentators Shifting

Ned Calmer, CBS news analyst, has returned to New York, while Bill Henry, the network's Washington commentator, is due back there on May 15. Webley Edwards, CBS South Pacific correspondent, in San Francisco for a few days, has gone to Guam. William L. Shirer and Maj. George Fielding Eliot are slated to leave San Francisco on May 15 for their respective home bases. This leaves CBS correspondents George Moorad, Dr. Wallace Sterling, Harry W. Flannery, Dan Lundberg and Eric Sevareid currently covering the UNCIO sessions. Chet Huntley, CBS West Coast newscaster and analyst, is commuting between Hollywood and San Francisco.

Most of the Blue commentators and news analysts are remaining in San Francisco. Among those who have returned to their regular assignments are Raymond Swing and Drew Pearson, headquartered in Washington. Hedda Hopper, covering the woman's angle for the Blue, has returned to Hollywood after more than two weeks of UNCIO sessions. Walter Winchell is commuting between Hollywood and San Francisco. Vincent Sheean is en route to New York. Remaining in San Francisco are the Blue commentators and news analysts Edward Tomlinson, H. R. Baukhage, David Wills, Ray Henle, James Abbe and Brig. Gen. Junnius Pierce, USA retired.

MBS, NBC Plans

Mutual commentators Leo Cherne, William Hillman and Bill Cunningham also have returned to their home beats but will be in San Francisco again for the UNCIO windup. Mutual will shift other name news analysts to San Francisco before the UNCIO is over. Currently covering are Arthur Gaeth, Alexander Griffin, Royal Arch Gunnison, Charles Hodges, Edgar Mowrer, with Harrison Wood and Rex Miller doing double duty, handling commentary for Don Lee Broadcasting System, MBS West Coast outlet, as well.

Of the host of NBC commentators and news analysts heading homeward are H. V. Kaltenborn and Robert St. John with Ben Grauer, special events announcer, Fleetwood Lawton, Pacific Coast analyst, again is broadcasting from Hollywood. Richard Harkness, NBC Washington commentator, remains in San Francisco for the final bowout of the UNCIO. On hand also is Elmer W. Peterson, commentator, and E. B. Canel, assistant manager of NBC International division and director of Latin-American broadcasts who is originating a series of special daily programs. Graeme Fletcher, commentator, is commuting between San Francisco and Hollywood. Howard Pyle, program manager of KTAR Phoenix, on special assignment to UNCIO, received his Army war correspondent accreditations and leaves shortly for the Central Pacific.

WOOF
SID HIX

Drawn for BROADCASTING by Sid Hix

"He's a Dollar-a-Year Man on Loan From the Government!"

Gillette Transfers Fights to Blue Net

Moves Friday Night Events From Mutual Sept. 7

GILLETTE Safety Razor Co., Boston, is shifting its Friday night boxing broadcasts from Mutual to Blue effective Sept. 7. Don Dunphy will continue as blow-by-blow announcer and Bill Corum as between-rounds .commentator. Broadcasts will start at 10 p.m. and continue until the end of the bouts every Friday on the Blue just as they have on Mutual. Bouts will also continue to be telecast on WNBT New York.

New contract will return the fights staged by the Twentieth Century Sporting Club at Madison Square Garden, New York, and other arenas, to the network on which they were broadcast for many years under the sponsorship of Adam Hat Stores.

NBC Challenged Shift

In the spring of 1941 Mutual network and Gillette announced that they had entered into an agreement with the club calling for exclusive broadcasts on MBS beginning June 1 of that year, and NBC, at that time operator of the Blue, considered taking legal action to halt the move as NBC officials believed they had a contract for the club's 1941-42 matches as in previous years. No action was ever started, however, and since June 1941 Gillette has sponsored the matches on Mutual.

Switch of the Friday evening fights to the Blue, also to be broadcast on the CBC Dominion network in Canada, and bringing total number of stations to about 200, has given rise to rumors that Blue may also be in line for other Gillette broadcasts which include sponsorship of the World Series, professional football and other sports.

The Gillette advertising account, which for many years has gone in heavily for sports broadcasts via network and special pickups, is handled by Maxon Inc., New York.

AMERICAN SAFETY TO RESUME JULY 3

AMERICAN SAFETY RAZOR Corp., Brooklyn, on July 3 will resume radio promotion as sponsor of *Adventures of the Falcon* on about 70 MBS stations Tuesday 8:30-9 p.m. Centering around the fictional character created by Drexel Drake, mystery program will star James Meighan as "The Falcon."

Company has used network and spot radio in the past, but has been off the air recently. Still producing in large part for military services American Safety is coming back into radio to establish a program which can do a future selling jo for Gem blades. Meantime, announcements will be institutional. Agency is Federal Adv., New York.

MacFarlane in San Francisco

Once again W-I-T-H has sent its crack news analyst, Ian Ross MacFarlane, far from home to cover an important event for Maryland listeners.

This time MacFarlane is in San Francisco covering the big conference of the United Nations.

Twice each day Baltimore hears the story-behind-the-story-behind-the-scenes, as its favorite newsman sees it.

This is typical of W-I-T-H programming that makes this successful independent "The People's Voice in Baltimore."

W-I-T-H
Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

WGL's New Ad Rate Card Is Intended To Make Timebuying Easy as Possible

INCORPORATING the recommendations of the AAAA, WGL Fort Wayne's new rate card has been prepared in the hope of making it "just as easy as is humanly possible for anyone to buy time" according to Frank V. Webb, general manager.

(Principal portions of the rate card appear in an adjoining column.)

"A timebuyer does not have to be related to Einstein or hold a Master's in higher mathematics in order to determine cost of a purchase of program time or announcements on the Farnsworth station," Mr. Webb continues. "We have omitted dollar volume discounts and the usual complicated percentage rebate features. As a member of the NAB Sales Manager Executive Committee, a subcommittee of which is now working on the standardization of rate cards, I am aware of the frightful problems which confront the timebuyer and the agency auditor."

Answer to Problems

The WGL rate card is intended to answer these problems as far as possible. The continuing discount clause has been incorporated. When an advertiser maintains a schedule for 52 weeks on WGL without lapse he receives the same frequency rate, or the frequency rate applicable for that portion of the service which he continues beyond the first 52-week series. This is intended to reward the consistent advertiser. It eliminates the necessity of extra hours of tiresome bookkeeping by advertising agencies, in the opinion of Mr. Webb.

From the broadcaster's point of view, Mr. Webb believes, this practice presents a sound sales argument in favor of the advertiser's continuance on the station and lessens the tendency of the advertiser "to try" another station. The advertiser will have earned a rate that he will be reluctant to release for such an experiment. The continuing discount clause encourages the 52-week schedule.

EDITOR'S NOTE: Interest in development of a simplified standardized form of rate card has been manifest in both advertising and agency circles for years. Committees representing both the American Assn. of Advertising Agencies and the Assn. of National Advertisers repeatedly have advocated a standardized rate card in conferences with the NAB Sales Managers Executive Committee.

The whole subject of standardization of rate cards is on the agenda of the NAB Board of Directors meeting in Omaha this week. The WGL rate card incorporates most of the suggestions made by radio executives of national advertisers and of AAAA agencies. While the WGL effort has not yet won the approval of either agency or advertiser group as the perfect projection of rates and standards, it has been cited as a long stride in the right direction.

1 GENERAL BROADCAST ADVERTISING (GROSS RATES)

(Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate)

A. 6:00 P.M. to 10:30 P.M.	1-12 Times	13-25 Times	26-51 Times	52-99 Times	100-259 Times	260 or more Times
1 hr.	$100.00	$95.00	$90.00	$85.00	$80.00	$75.00
½ hr.	60.00	57.00	54.00	51.00	48.00	45.00
¼ hr.	40.00	38.00	36.00	34.00	32.00	30.00
10 min.	33.00	31.35	29.70	28.00	26.40	24.75
5 min.	20.00	19.00	18.00	17.00	16.00	15.00
B. 1:00 P.M. to 6:00 P.M. Sunday						
1 hr.	$ 75.00	$71.25	$67.50	$63.75	$60.00	$56.25
½ hr.	45.00	42.75	40.50	38.25	36.00	33.75
¼ hr.	30.00	28.50	27.00	25.50	24.00	22.50
10 min.	25.00	23.75	22.50	21.25	20.00	18.75
5 min.	15.00	14.25	13.50	12.75	12.00	11.25
C. 9:00 A.M. to 6:00 P.M. (except Sunday afternoon) and 10:30 P.M. to 11:00 P.M.						
1 hr.	$ 50.00	$47.50	$45.00	$42.50	$40.00	$37.50
½ hr.	30.00	28.50	27.00	25.50	24.00	22.50
¼ hr.	20.00	19.00	18.00	17.00	16.00	15.00
10 min.	15.00	14.25	13.50	12.75	12.00	11.25
5 min.	10.00	9.50	9.00	8.50	8.00	7.50
D. Sign-On to 9:00 A.M. and 11:00 P.M. to Sign-On						
1 hr.	$ 35.00	$33.25	$31.50	$29.75	$28.00	$26.25
½ hr.	21.00	19.95	18.90	17.85	16.80	15.75
¼ hr.	14.00	13.30	12.60	11.90	11.20	10.50
5 min.	10.00	9.50	9.00	8.50	8.00	7.50

Contracts with the same advertiser and for periods in the same rate classification may be grouped for the purpose of obtaining lower rates.

2 ANNOUNCEMENTS (1 minute and/or station breaks.)

Frequency rates are based on number used during a 12 month period and become effective from beginning of service only on firm contracts or as contracts become firm. Announcement service which has been maintained for 52 consecutive weeks and continues without lapse will receive the same frequency rates or the frequency rate applicable to that portion of the service which continues. Station break announcements, one minute announcements and participating features can be combined in number for maximum discounts. Announcement, one minute electrical transcription or 125 words live. Station breaks: 15 seconds electrical transcription or 30 words live.

Number broadcast within one year — VOLUME RATES

	Less than 13	13-25	26-51	52-99	100-259	260 or more
(A.) 6:00 P.M. to 10:30 P.M.	$10.00	$9.50	$9.00	$8.50	$8.00	$7.50
(B.) 7:00 A.M. to 6:00 P.M. 10:30 P.M. to 11:00 P.M.	7.50	7.10	6.75	6.35	6.00	5.60
(C.) Sign-on to 7:00 A.M. & 11:00 P.M. to Sign-off	5.00	4.75	4.50	4.25	4.00	3.75

(D.) WOMEN'S PARTICIPATING PROGRAM—Monday thru Saturday 10:30—11:00 A.M.

	Less than 13	13-25	26-51	52-99	100-259	260 or more
"Talking Time with Rosemary"	$12.00	$11.40	$10.80	$10.20	$9.60	$9.00

Above quotation includes time and talent. Available to non-competitive retailers, producers and home equipment, toilet goods, wearing apparel, etc. Commercial continuity for this program prepared by Rosemary from material furnished by client. Transcriptions not acceptable. Program aired since 1941.

3 NEWS PROGRAMS, ETC.

Time signals, temperature and weather reports—regular announcement or station break rates apply. News: Time cost, regular card rates plus 15% net of the gross time cost. Rates on request for special announcers.

NOTE: FOLLOWING PROVISIONS APPLICABLE TO SECTIONS 1, 2, and 3

Commitments made prior to the effective date of this Card will be completed at the rates called for by such commitments. But advertisers may elect to substitute new contracts effective at any time after April 1, 1945—at rates on this card—for the unexpired portion of such commitments. Otherwise, rates in effect immediately preceding the effective date of this card will apply to extensions of said commitments for any period or periods up to and including March 31, 1946—for the same series continuously used. Rates on this card are applicable to all new broadcast series ordered on and after April 1, 1945.

The rate of discount to which an advertiser would otherwise be entitled, will not be prejudiced if interruptions of a series are necessitated by the broadcasting of special events of importance or if he is required by the station to relinquish the time or times specified in his contract and the contract is cancelled.

Gross billing after deduction of percentage discounts, if any, shall be subject to advertising agency commission of 15%. From the discount, if any, the Company shall deduct the excess agency commission previously allowed.

4 CLASSIFICATION—**a. Time periods are not sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contacts. b. All programs are subject to approval of the station.**

5 SERVICE FACILITIES—**In arranging and presenting programs, the advisory services of the station's program department will be rendered without charge. Services of staff announcers are available free of charge except where client selects a particular staff announcer or except where a fee is required by any governing labor organization. Additional charges are made for programs requiring special production or originating outside of station's studios.**

6 COMMISSIONS AND CASH DISCOUNTS—**a. Commission to recognized advertising agencies, on net charges for station time—15%. b. No commission on program charges. c. No cash discounts—bills due and payable when rendered.**

7 REGULATIONS—**a. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set aside for network use. Station breaks and announcements may be moved to other periods if available and as arranged by station manager upon 24 hours' notice. b. The closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast. c. The rates quoted herein are subject to change without notice. d. This rate card is for informative purposes, and does not constitute an offer on the part of the station.**

WAKEFIELD, PARTY BACK FROM EUROPE

FCC COMMISSIONER Ray C. Wakefield; M. H. Woodward, chief, FCC International Division, and Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept., have returned from a 9½ weeks' tour of Europe and North Africa in the interests of international telecommunications. On the trip also were Col. Orlo St. Clair, Army Signal Corps; John R. Hyland, Western Union cable manager; James E. Kennedy, vice-president, IT&T.

The Government and industry executives spent 2½ weeks in London. They also visited Paris, Brussels, Antwerp, Rome and North Africa. Part of the tour was made by John M. Plakias, State Dept. communications attache in Paris. V-2 bombs still were falling on London when the party arrived. Commissioner Wakefield reported he was shaken twice, once when a V-2 fell ⅝ miles away and another time when one landed two miles away.

At Antwerp the telecommunications experts were 20 miles from the front lines. V-1 bombs still were falling in Belgium at the time. Commissioner Wakefield is working on his report to the full Commission.

Aime Test

AIME Co., New York, last week started participations on the *Marjorie Mills* program on the Yankee Network for a hair shampoo in a test campaign which may lead into use of spot radio on a national basis. Firm also makes a line of cosmetics but is expected to concentrate promotion on hair preparations for the present. Agency is Modern Merchandising Bureau, New York.

Nylon-Ize on Air

NYLON-IZE, Hollywood, has appointed Rocklin Irving & Assoc., Chicago, to handle its advertising. Firm began sponsorship May 1 of five quarter hour recorded musical shows weekly on WWVA WAIT KSAN KFNF for 52 weeks. Plans are to add five or six more stations during coming months.

Conover Sponsors

CONOVER ORIGINALS, Chicago (Child's Prayer Plaque and Nursery Rhyme Plaque), began sponsorship April 1 for 52 weeks of 5 quarter hour recorded musical shows weekly on WAIT WJJD KFNF KSAN WLAC KMAC WLOG WKMO. Agency is Rocklin Irving & Assoc., Chicago.

This is IOWA

...and so is THIS

...and you get BOTH on WMT

In case you didn't know *(and you probably didn't)* . . . cornstalks and smoke stacks are 50-50 in Iowa . . . *Here* is truly the outstanding *versatile* market in the great mid-west . . . *Here* $8,000 is the average income per farm *(higher than any other state)* . . . *Here* 2,670 manufacturers produced $1,200,000,000 in 1944 *(ranking 16th in the Nation)* . . . *Here,* WMT covers the largest primary area at the lowest cost per listener at the best frequency in the state *(5000 watts at 600 KC!)*

WATERLOO
MASON CITY
SIOUX CITY
IOWA
CEDAR RAPIDS
DES MOINES
OTTUMWA
DUBUQUE
CLINTON
DAVENPORT
ROCK ISLAND
BURLINGTON
CHICAGO
ILL.
NEB.
CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS · DAY and NITE · 600 K.C.
BASIC COLUMBIA NETWORK

Represented by KATZ AGENCY

V-E DAY STATEMENTS BY RADIO LEADERS

CAPT. GEORGE W. CAMPBELL, USN

Acting Director, Public Relations, Navy Dept.

WITH VICTORY assured in Europe, it seems appropriate to pause in order to evaluate what the broadcasting industry, in collaboration with the Radio Section of the Office of Public Relations of the Navy Department, has accomplished in the over-all effort of wining the war.

At the outset of the war, the Radio Section was set up as a service to supply established programs, commercial and sustaining, network, regional and local, with first-class material, custom-built to fit the individual formats of the programs concerned. To insure this kind of service, the Radio Section was staffed with experienced personnel drawn from the industry, and a Branch Office in New York was established to operate as a servicing unit. A similar function has been performed in the Chicago area by the Radio Section of the 9th Naval District, and on the West Coast, in Los Angeles, by the Radio Section of the Radio and Motion Picture Liaison Office.

This plan has resulted in extremely close and cordial working relationships with all elements of the broadcasting industry; and the Radio Section has always taken the position that it is working for the broadcasters as much as for the Navy.

Under the general supervision of the Radio Section, notable advances have been made, in close cooperation with the news departments of the four networks, in the coverage of the Naval war. Among outstanding achievements in this field, are included the development by the Navy of pooling agreements with the networks covering correspondents' eye-witness reports of Naval actions, the development of film recording machines for on-the-spot combat reports, and special transmitting facilities in the Pacific Ocean Areas.

Navy Public Relations in Washington feels that it can say, without reservation, that the cooperation of broadcasters with the Navy has been an outstanding demonstration of both patriotism and public spirit. Navy news, Navy eye-witness accounts, and special features have been heard effectively and continuously. This has meant an accurately informed public, and has contributed greatly to the morale of the families of men in the Navy, Marine Corps, and Coast Guard.

All of the Navy's energy is now devoted to conquering Japan. The radio industry can count on the Radio Section to continue on the same basis, with constantly improving facilities in the Pacific Ocean Area.

BRIG. GEN. ROBERT L. DENIG, USMC

Director, Division of Public Relations Marine Corps

THERE ARE a number of Japanese now in Marine prison camps who are there as an indirect result of the activities of Marine Corps Combat Radio Correspondents.

On at least one island in the Pacific, the equipment used by these men to make battle recordings was employed to make surrender-request records for broadcast over public address systems to Japs hidden away in caves and jungle hideouts. On Guam, for example, almost a thousand Jap soldiers have surrendered since the island was reoccupied by our troops; most of them were "persuaded" by the recordings.

Gen. Denig

Many historic firsts have been scored by Marine Combat Radio Correspondents, but the biggest job they are doing is concerned with the little men, the front-line troops who are fighting the war. There is hardly a town in the United States that hasn't had one of its local Marine sons interviewed by a battle broadcaster somewhere in the Pacific. . . .

Additionally important is the use made of combat recordings for training purposes. The combat ra-

(*Continued on page 24*)

89% Local Renewals

• *Forcefully Illustrating The Job WLAP Is Doing For Advertisers In Lexington's Bluegrass!*

ONLY WLAP—

fully and exclusively serves this rich Bluegrass area.

TIMEBUYERS—

Let a John E. Pearson man tell you what WLAP can do for your client.

NUNN STATIONS
WLAP
LEXINGTON, KY.
WBIR
KNOXVILLE, TENN.
WCMI
ASHLAND, KY.
HUNTINGTON, W. VA.
KFDA
AMARILLO, TEX.

*** 78 Local Advertisers Currently Using WLAP**

(NOTE THE FOLLOWING BREAKDOWN)

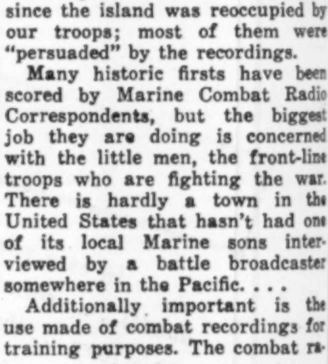
27 on the air continuously—5 years or longer
6 on the air continuously—4 to 5 years
13 on the air continuously—3 to 4 years
12 on the air continuously—2 to 3 years
12 on the air continuously—1 to 2 years
8 are "newcomers"—on the air less than 1 year
—
*78

Lexington, Kentucky.

WLAP
A NUNN STATION

J. E. WILLIS, Manager
• BLUE • MUTUAL

THE BLUEGRASS IS KENTUCKY'S 2ND MARKET


"WFDF would like to know your occupations, gentlemen."

"Want Boston at breakfast?"

HUM & STRUM will deliver it to you, via the "Commuters' Special" over WCOP.

HUM & STRUM are New England's most famous harmony duo. For twenty years, over all major stations, they've built a terrific following in Boston with song and patter, piano and ukelele.

HUM & STRUM have just won new laurels on an overseas tour. They wowed GI's in hospitals, recreation centers and at the battlefronts.

HUM & STRUM are now conductors on "The Commuters' Special" featuring the boys with music, patter, news, weather and time over WCOP every morning Monday through Saturday from 7:30 to 8:00 and from 8:30 to 9:00.

Publicity and newspaper ads are sewing up new and greater audiences. Participations are available in one-, five-, ten- or fifteen-minute units. Every one of them will cash in on the buying decisions which are made at Boston breakfast tables!

For humming sales get aboard the "Commuters' Special" with

HUM & STRUM
Every morning Monday through Saturday
from 7:30 to 8:00 A.M. and
8:30 to 9:00 A.M.

NEW TO THE **BLUE** JUNE 15th

WCOP Boston

A **COWLES** STATION

Costs and availabilities through any Katz office

(*Continued from page 22*)

dio correspondent who went ashore with the assault wave at Guam, for example, made a ninety-minute recording of every phase of the ship to shore movement. Although he was set up in a half-trac, he deliberately climbed out of the vehicle and waded ashore, microphone in hand, to give the most accurate word picture possible. The value of such a recording is obvious.

The use made of radio by the Marine Corps may not help directly and physically to shorten the war, but the part it plays in educating the public to the need for united effort is certainly a factor in stepping up production.

Finally, the enormous store of recorded history which has been turned over by the Marine Corps to the Library of Congress will doubtless be of great value in later years when this war is studied and analyzed in retrospect.

TED R. GAMBLE

National Director
Treasury War Finance Division

IN MY POSITION as National Director of the Treasury's War Finance Division I have had an excellent opportunity to observe the magnificent part which the broadcasting industry has played in helping to win the European war.

Broadcast support of our War Loan drives is a fact which speaks eloquently of the important job radio has done to help make V-E Day a reality. No measure was made of this support in the first War Loan, but the value of measurable time contributed for the second through the sixth War Loans shows that almost half of the total advertising contributed by all media and their advertisers came from broadcasting.

How much this radio support to our Treasury aided in the winning of the European war becomes manifest when one considers the military materiel purchase value of the total sales of War Bonds.

Billions Invested

Close to 19 billions of dollars were invested in these Bonds during the second and third Loans, over 16 billions in the fourth, more than 20 billions in the fifth and almost 22 billions in the sixth. Obviously, those many billions of dollars bought many airplanes, ammunition, guns, tanks, medical supplies and other war needs.

Credit is due to every member of the broadcasting industry for the powerful job it has done. There can be no calculation of the time, energy, initiative and talent which radio personnel in every city in the country expended to turn the tremendous total of contributed broadcast time into successful War Bond advertising.

We know that without that generous and wholehearted support from all the people of radio . . . network, station, advertising and agency executives; talent, producers and writers . . . we in the War Finance Division could never have reached these gratifying figures of total War Bond sales in every War Loan drive.

The radio industry may justly take pride in its contribution to the ending of the war in Europe. When total victory becomes an established fact, we are sure radio's contribution to that achievement will be equally magnificent.

EDGAR KOBAK

President, MBS

Mr. Kobak

THIS, we are discovering, is a war of *many* victories, but the war won't be over, and the home front (the materiel production front) cannot slacken, until the *final* victory. A realization of this fact is so important that upon it will depend the quickest possible achievement of global victory.

Radio can, and must, and will help people realize the truth. Taking up the keynote recently sounded by President Truman that there can be no celebration on V-E Day but that there be, instead, greater war effort at home, radio has dramatized to its listeners why this is so.

We have had our V-I (Italy) day; the Russians have had their V-B (Berlin) day, and now, we have had our V-E day, the culmination of victories in the European theatre; but the war still goes on —in the Pacific.

V-E Day means to our men in the Pacific the hope for a quicker end and a chance to say "let's finish this war, too." V-E Day should mean to us at home the chance to concentrate on the Pacific war with the hope of bringing it to a quicker finish.

Everything that radio can do to further this desired end, it will do. And Mutual can be counted on to do its share to the best of its capacities and resources.

REP. CLARENCE F. LEA

Chairman, House Interstate & Foreign Commerce Committee

Rep. Lea

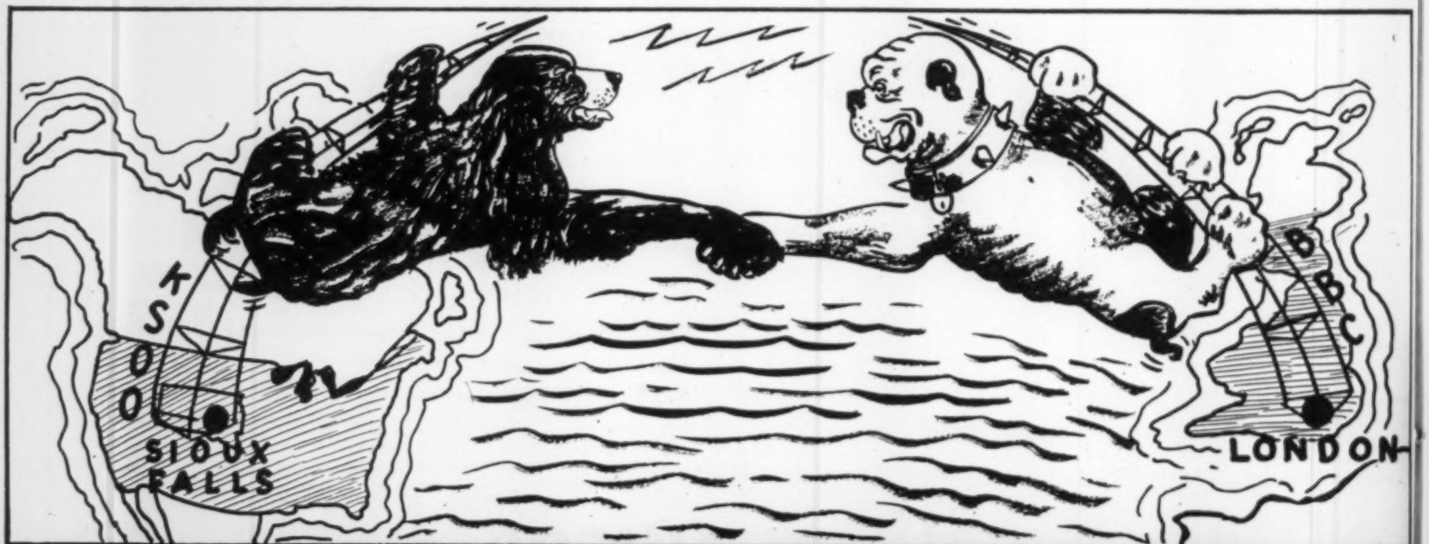
FOR THREE YEARS and five months while we have been in this great conflict, radio has given us the most complete and satisfactory reporting service any part of the world has ever known in any war.

The news value of the radio has been only part of its contribution to the war effort. Its service has been informative, educational, and inspirational as well. To the sorrowing relatives of our fallen sons, brothers, and friends it has brought consolation and courage, to help lighten the sacrifice.

Every member of the families all over the nation, even to its re-

(*Continued on page 26*)

"THANKS, JOHN, FOR 500 SERVICE PROGRAMS"



KSOO

SIOUX FALLS, SO. DAKOTA
1140 K C - 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

NBC

FACILITIES

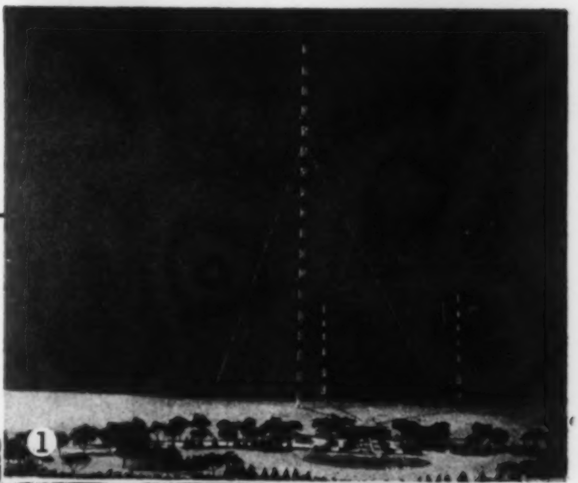
. . . for getting the job done

★ MISTLETOE EXPRESS ★

OKLAHOMAN & TIMES

If there's a complete merchandising job to be done in the Oklahoma market it can be made sure, simple and thorough through the use of the varied facilities of the Oklahoma Publishing Company. For the radio minded, there's WKY, the state's favorite station. For newspaper coverage, no papers compare with the Oklahoman and Times in quantity or quality of readers. For a blanketing of the rich Southwestern farm market, there's only one paper . . . The Farmer-Stockman. For putting your newspaper advertising or your advertised goods into every corner of the state swiftly, Mistletoe Express can be depended upon in any emergency.

★ WKY ★ FARMER-STOCKMAN


①

②

③

④

1. Towering 915 feet skyward, WKY's new antenna typifies the spirit of this standout Oklahoma station to do things in a big way. This new tower is nearly twice the height of Oklahoma City's tallest skyscraper, is the sixth tallest man-made structure in America.

2. Any truck fleet which covers 2,800,000 miles a year must be able to take it. Behind such a record by Mistletoe Express stands a service organization unsurpassed in the state. No mainliner leaves the Mistletoe docks until every detail of its motor, its chassis, its tires and its electrical system has been checked and labelled "OK".

3. Expert craftsmen, working with modern, precision tools, turn out, in the Oklahoman and Times, Oklahoma's two greatest newspapers. Characteristic of these modern tools are the refrigerated, stainless steel developing trays recently installed in the engraving department darkrooms.

4. Farm-wise editors firmly grounded in the agriculture of the Southwest, have guided The Farmer-Stockman to the foremost position among all farm papers in the Oklahoma-Texas region. Editorial conferences such as this determine the policies. Many days in the field each month determine the methods of carrying out those policies.

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY

In the UTAH MARKET

KDYL's great Utah audience includes employees of this refinery making 100-octane gasoline at its new $14,000,000 plant addition in Salt Lake City. It is just one of many activities pouring payroll dollars into the market where KDYL is the popular station.

Local Advertisers Know KDYL Brings Results

For many years the refining company—largest in the intermountain west — has used KDYL consistently to reach car-owners in this area. Experience proves that KDYL brings results!

The POPULAR Station

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

(*Continued from page 24*)

mote parts, has had what was practically spot reports of the war as conveniently as those in the most metropolitan city in the country.

The broadcasting service of the nation has been a refreshing feature of the war years. It has contributed much to the unity, understanding, and cooperation of our people in this mighty effort.

Radio has further entrenched itself as a permanent, important, and inseparable part of our American life.

BYRON PRICE
Director of Censorship

THROUGHOUT the long and weary months which have passed since Pearl Harbor the broadcasters of the United States have been undergoing a new and highly significant test. They have been called upon for the first time to demonstrate whether the American concept of free radio can safely be applied in wartime or whether broadcasting stations should be brought under strict compulsory censorship to defend the national security.

Mr. Price

The importance of that test to the future of broadcasting could hardly be exaggerated. It is a pertinent but often forgotten fact that in no other major country at war has completely voluntary censorship even been attempted. And it discloses no secret to say that in the early days there were those in and out of the Government who felt sure no voluntary censorship could succeed here.

The Office of Censorship held a different view. In spite of advice to the contrary, it put its trust in the responsibility of American broadcasters. After 3½ years I am more confident than ever that that trust has not been misplaced.

Of course, the experiment has not yet ended, nor will it end successfully if vigilance should now be relaxed. A free radio must be a responsible radio, just as a free press cannot hope to endure unless it is a responsible press.

We have amended the Broadcasters' Code by eliminating entirely the requests regarding "Programs" and "Foreign Language Broadcasts", so that now for the first time radio and press find themselves under Code provisions which are identical throughout. This change is an additional evidence of confidence, for we all must be conscious that radio waves do cross our international borders, whereas newspapers do not unless Censorship permits.

Amendment of the Code in this manner also underlines the responsibility of every broadcaster to think for himself and be solicitous for his country's security, even in fields where no Governmental request any longer applies. Although we are not going to ask in the future that request, dedication, man-in-the-street and foreign language programs be handled according to certain fixed procedure, it is my earnest hope that all broadcasters will continue to exercise such cautions as their intelligence and sense of personal responsibility dictates.

The enemy still sits anxiously beside the receiving sets. He wants every scrap of military information he can get. He is desperate and determined to make the battle tough, and the cost of victory high. The same excellent cooperation that broadcasters have given Censorship thus far still is needed to hasten the victory and to bring all Censorship to its properly unqualified end.

J. HAROLD RYAN
President, NAB

THE ANNOUNCEMENT that the United Nations in a combination of free people have brought about official cessation of hostilities in Europe and that V-E Day is here is a source of deep satisfaction to the people of America.

Mr. Ryan

Under different circumstances

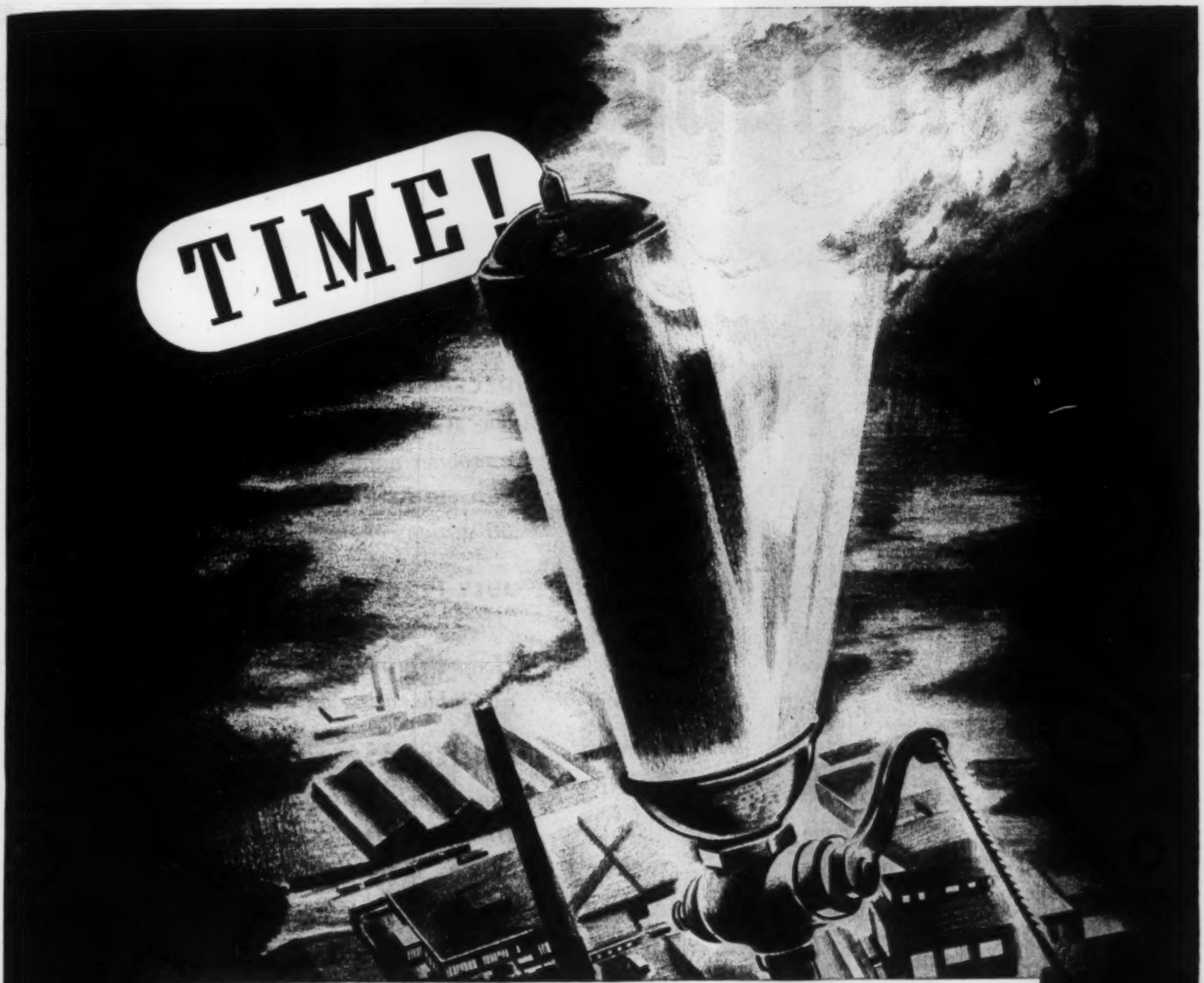
(*Continued on page 30*)

WJHP
Jacksonville, Fla.

Buy
Wonderful
Jacksonville's
Hooperated
Powerhouse

Represented by
JOHN H. PERRY ASSOCIATES

for
SMN
it's
WHN
DIAL—1050
50,000 WATTS
• SPORTS • MUSIC • NEWS



THE TIME to start the wheels of industry is indicated by the screech of factory whistles . . . and the kind of time that keeps the wheels of industry going—advertising time—is what occupies Weed & Company, full time.

Coast-to-Coast offices, in all time-buying centers, help make "Nationally Represented by Weed & Company" a letterhead line that means more business for the better stations. "Time will Sell" and Weed & Company does *sell it!*

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

It happened on NBC

In the Beginning . . .

DECEMBER 1935

The Kraft Cheese Company presented a crooner named Crosby on the two-year-old Kraft Music Hall—over 58 stations of the NBC Network.

JULY 1936

After six months on the air, Bing's Hooper rating was 9.3—the first available rating on the new show.

WINTER 1937-38

Bing Crosby was moving forward fast. His Hooper rating for the winter months, October through April, averaged 23.6.

▶ In 1935 Harry Lillis Crosby was popularly known as a radio crooner. In the nine years that followed on NBC, Crosby has become by all odds the best known singer in the world. The Crosby voice has been heard by more people than any other voice in the world. Under the far-sighted sponsorship of the Kraft Cheese Co., Bing has won more listeners to the Kraft Music Hall than any other musical program on the air. In these nine years Bing grew into something more than a voice. He has become an American institution.

How did Bing get this way in nine short years on NBC? First he has a voice and style of singing that are irresistible. He can bring mellow beauty to a fifty-year-old ballad as effortlessly as he can swing out on the latest hep-cat tune. He has never sung an affected note. He

The Story of Bing Crosby) NO. 3 OF A SERIES

Ten Years Later . . .

DECEMBER 1944

The Bing Crosby—Kraft Music Hall, now heard on 137 NBC stations and short-waved to troops all over the world—the third highest Hooper-rated program on the air.

WINTER 1944-45

Bing Crosby won a total of eight first places in the four major popularity polls. (Through the years he has won more "firsts" than any other entertainer.)

DECEMBER 1945

Bing Crosby will complete ten strikingly successful years on NBC—an outstanding example of continuous popularity.

has never gone high-hat for an instant. He doesn't like dress clothes—so he doesn't wear them.

He has strolled his way through a score of motion pictures, a twinkle in his eye, proving you don't have to be a great lover to be a movie star.

America is proud of its Bing Crosby. He has taken rank with Will Rogers, George M. Cohan and other beloved American personalities.

NBC is proud to be the network on which Bing Crosby has become America's Favorite Troubadour. NBC is proud of the part it has played in helping to create this living legend of Americanism.

• • •

NBC believes that the Crosby stature is directly comparable to the NBC audience—in other words, both Bing Crosby and his NBC audience are GREAT.

National Broadcasting Company

America's No. 1 Network

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY!

A Service of Radio Corporation of America

there would be widespread rejoicing. However, our inclination to rejoice is tempered by a sobering realization of the cost of the victory and of the responsibilities which lie ahead.

The road to Tokyo is, according to our military leaders, a long and hard one, certain to involve the loss of many more brave men. There is much yet ahead of us in dealing with the remnants of our European enemy.

This is a time for solemn contemplation and a renewed determination to rid the world of the forces of aggression and to bring about a basis for a lasting peace among all nations.

The broadcasters of America take just pride in the role which they have played in keeping our people informed, in relieving, through entertaining and instructive programs, the tension incident to war, in carrying to our military forces throughout the world specially prepared inspirational programs in the interest of morale, and in assisting the Government in its monumental task of maintaining civilian production and morale.

We pledge a continuation of radio's all-out effort.

NILES TRAMMELL
President, National Broadcasting Co.

Mr. Trammell

THE NATIONAL Broadcasting Co. joins with the nation in a prayer of thankfulness that the horrible war in Europe is at last ended. This is a great day for the Allies but we should not relax a single moment before renewing our energies toward completion of the final goal—victory in the Pacific and a just peace. So NBC today salutes the allied leaders who have directed us to this victory and turns with confidence and determination to the task that still lies ahead. To that task we dedicate all the resources of the National Broadcasting Co.

BRIG. GEN. DAVID SARNOFF
President, Radio Corp. of America

Col. Sarnoff

THE RADIO flash of V-E Day is a pivot upon which every effort of the United Nations turns from a great triumph in Germany to concentrate upon the defeat of Japan. V-E Day is a grand climax in history, but the finale of this war will come only with the unconditional surrender of Japan.

The flash of V-E Day, like that which startled the world from Pearl Harbor on December 7, 1941, is a challenge to renewed effort in all wartime activities of radio—in research and engineering, manufacturing, broadcasting and worldwide communication.

The attack is still on across the Pacific! Let us continue to back it with all resources and facilities at our command, so that V-J Day will quickly follow V-E Day, and through total victory bring peace to all people.

MAJOR GENERAL FRANK E. STONER
Chief, Army Communications Service

LONG-DISTANCE radio communication was one of our most potent weapons in the European victory.

Radio conquered both time and distance, two factors which might have proven disastrous to the Allied cause. "Radio Highways of the Air" enabled us to rush desperately needed planes and materials to our Allies while the United States was still mobilizing its full military power. Radio was an important asset in the successful bombing of enemy supply centers. Later it played a vital role in coordinating the transportation and supply of the millions of troops sent across the Atlantic to engage the enemy in his own stronghold. And, finally, it was the means of welding all of our military elements into an indomitable fighting team.

Army Communications Service was called upon to handle millions of war words each day on its overseas circuits, tremendous volumes undreamed of a few years ago. This would not have been possible without radio. For the first time in any war, the high command in Washington was able to obtain immediate and intimate contact with overseas commanders, an important factor in the control of operations on scattered fronts.

The success of the Signal Corps' radio system was due in no small measure to the wholehearted cooperation of America's commercial communications industries, which contributed generously of their resources, their personnel and their technical assistance to the building and operation of the War Department networks.

(*Continued on page 32*)

On WIBW, its not
Hoo-ooo-oo-ey!

Years ago, a champion hog caller taught us a valuable sales lesson. He said, "Hogs just don't come unless you have something for 'em. When the trough's full, it puts something into your voice that brings 'em running!"

Throughout Kansas and adjoining states, over five million listeners hear that sincere "something" in The Voice of Kansas that brings RESULTS—sales, distribution, brand acceptance. They have confidence in us . . . believe that we "have something for 'em." That's why WIBW has done such an outstanding job for two decades of advertisers . . . why it will do the same for YOU!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

Sell the Booming Hard Coal Region!
WAZL
Hazleton, Pa.
NBC Mutual

The Radio Council Report

for April, on all five Cincinnati stations,

recommended

20 *Public Interest Programs*
4 *Not available locally*

---

16 *heard in Cincinnati*

WSAI originates two, takes six from the Blue,
for a total of 8 out of 16

50%

(in a crowded commercial schedule)

WSAI

CINCINNATI 2, OHIO

Represented by Paul H. Raymer Co. Inc.

Oh, that *you* were Wired for Sound!

FRANKLY, when it comes to selling people—we're no great shakes on paper ... we're at our best behind a *microphone*, and brother, can we do a job then!

Just look what's happened to us since we set up shop in Cleveland in November, 1943.

...WJW has become the "People's station"—with on-the-spot coverage of local events.

...WJW is the Cleveland station with the most consistent gains in listening ... morning, afternoon and evening.

... In fact, we've already snagged the greatest morning audience in Cleveland!

BASIC *Blue Network* WJW 850 WJW 850 KC *5000 Watts*
CLEVELAND
REPRESENTED NATIONALLY BY HEADLEY REED COMPANY

(Continued from page 30)

MARK WOODS

President, Blue-ABC

ALTHOUGH the war in Europe is now over and we can rejoice that the Armies of the United Nations stand victorious over the forces of evil upon the continent of Europe, we must not for one moment forget that what is perhaps the hardest part of our task still lies ahead. Until the last remnants of the Axis, the greatest menace to freedom and democracy that has arisen in the history of the civilized world, have been subdued, we must not relax. We cannot afford to relax.

Mr. Woods

The memory of the men who have died to achieve this victory in Europe, who have made the supreme sacrifice so that we and our children may enjoy the benefits of a lasting peace, will not let us relax.

We can rightfully be proud of the victory we have won and we may pause for a moment of relief and a moment of pride but we must be aware that this is merely the pause when we draw our belts tighter for the rest of this terrible struggle which lies ahead.

The cost of final and complete victory will be heavy. But we owe it to the men who have died to make sure that no matter what the cost, the victory achieved is final, and complete, and lasting, so that never again will the peoples of this earth be plunged into the madness of a conflict such as we are now engaged in.

In this terrible time in the world's history, radio broadcasting has come of age. We have grown decades in the past three years. It is with the knowledge of this growth that we solemnly vow that American broadcasting will measure up in the future to the stature it has gained for itself so far in this war, by serving the people of the United States selflessly and fully throughout the dark days ahead.

In this war American broadcasting has justified the predictions of its most optimistic advocates. It has proven that it can and does fulfill a vital and important role in the war effort of our nation. We are determined that we shall continue to fulfill that role. To this end we of the American Broadcasting Company dedicate ourselves.

JAMES W. YOUNG

Chairman, War Advertising Council

NOW that V-E Day is a reality and our sights are trained on the job ahead in the Pacific, we can see with certainty that the need for business support of home front information campaigns will represent a continuing challenge for the organized forces of advertising.

Radio has been one of the most consistent supporters of the whole concept of war theme advertising. Network and local advertisers as well as the broadcasters themselves have taken their places beside the other branches of the advertising field in writing a brilliant record of public service. The Council's Radio Advisory Committee, comprising radio executives of leading agencies, has worked closely with the Office of War Information and the other Government departments concerned, to gear advertising facilities to home front information needs.

The Council looks ahead with confidence to the continuation of this valuable support. The calls to muster unceasing and willing public compliance with the restrictions and demands that must go on unaltered, will carry an added note

(Continued on page 34)

Hon. Les Ness
Cramer-Krasselt Company
Milwaukee, Wisconsin.
Dear Les:

Start the sixth on the sixth . . . no I'm not trying a Gertrude Stein on you, but it just shows what a fellow like me has to go thru. I noticed a paper on Joe Herget's desk . . . he's our Program Director here at WCHS — and this memo says "start the sixth on the sixth" . . . well, by the time I had his office cleaned up and had worked my way down the hall thru the newsroom and music room and into the Promotion department, I had it figured out. You see the Cohen Drug stores started their sixth year with Cap, Andy and Milt and WCHS on the sixth of May. Pretty smart of me to figure that out wasn't it? Of course, the Cohen outfit must think it's the smart thing to do . . . they sponsor two 15 minute shots a day . . . and on the sixth we started the sixth year. Gives you an idea of WCHS results and customer Satisfaction.

Yrs,
Algy

PS: Any Branham man can tell you how we do it!

WCHS
Charleston, W. Va.

THROUGHOUT THE DEEP SOUTH
NEW ORLEANS

Folks Turn First to—

WWL
NEW ORLEANS

50,000 Watts
Clear Channel
CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

THESE
20
W S M
YEARS

EMERSON SAID IT

"The only way to have a friend is to be a friend."

That is fundamental policy of WSM. Over our twenty-year history we have built a lot of friends in the area where five million people are actively moving up the social scale. We don't know exactly how many, but the flood of mail and the personal visits are so intimately personal there can be no doubt how they feel about us.

WSM
NASHVILLE THE STATION THAT'S PART AND PARCEL OF LIFE IN AN AREA OF FIVE MILLION PEOPLE.

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate

HARRY STONE, *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*

of urgency. In the months ahead death will still walk at the side of our men at the front, but complacency will be their enemy at home. Advertising has an unparalleled opportunity to lend its power to hasten the attainment of complete victory.

PAUL W. KESTEN
Executive Vice President, CBS

Mr. Kesten

ALTHOUGH another war with Germany has ended there is this time a more experienced, more sober people to receive the news. They will receive it, I think, with relief rather than elation; with gratitude rather than hilarity. In 1918 America was conscious of a mission successfully completed. Today, there is recognition of a responsibility that must be continued, if peace is to be assured. Today marks a pause, but a pause only long enough to turn the full force of our attention westward—to San Francisco and to Tokyo. For this reason, we at Columbia will devote no less energy tomorrow than we did yesterday to the further successful prosecution of the war, and securing of the peace.

Council Reports

RADIO Council of Greater Cleveland distributed 15,000 "Selective Dialing" folders this year covering every type of radio program, Mrs. Henry C. Christian, outgoing president, revealed in her final report of her two years in office. The Council, now 4½ years old, has 155,000 members including 110 Cleveland civic organizations. Current activity is the tabulation of 10,000 questionnaires completing a year's study on commercial radio copy.

Army Runs KTSM

DEFERENCE accorded a general was given to Sgt. Steve Stankowski by KTSM El Paso employes when the sergeant became "boss" of the station for a day. Occasion was Anti-Aircraft Replacement Training Command's anniversary at Ft. Bliss which was celebrated when the unit moved into El Paso and placed their men in key positions. Mayor and council were selected from enlisted personnel, as were editors for the two papers and the radio station manager. Stankowski took over a microphone and announced changes that would take place over the station during his day as radio chief. Programs through the day were put on by members of the sergeant's unit. Sponsors and listeners were unanimous in praise.

CONGRATULATIONS on his appointment as supervisor of Chicago radio properties handled by Foote, Cone & Belding were extended to Albert Capstaff (r) by (l to r) Edmund L. Cashman, agency Hollywood vice-president in charge of radio, and Sidney N. Strotz, NBC western division vice-president.

Picture Story of Radio Given by New NAB Book

A NEW NAB public relations book, *Management in the Public Interest*, designed to portray a "picture story of radio", has been completed and shortly will be distributed, after some 18 months in production. With an initial press run of approximately 8,000, some 6,000 of the books are being made available to NAB station members at $1.25 per copy for public distribution. Advance orders of approximately 5,000 already have been procured.

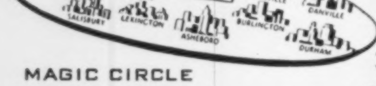
The 100-old page volume is replete with photographs supplied by NAB members which, the foreword says, "tell a vivid, real-life story of American broadcasting—the kind of broadcasting that is made possible by radio advertisers and the income from advertising." Enough photographs were submitted, it was stated, covering radio's operation in the war, to fill a volume three times the size. "That is a story which radio will be proud to tell in another publication."

The book is described as a study of the basic civilian operation of broadcasting, a camera tour of the industry.

SCRIPT of CBS Whistler broadcast has been purchased by Columbia Pictures Corp. as basis for another in its film series, "The Whistler". Allan Radar wrote the radio script.

IT'S NO TRICK
WHEN YOU KNOW HOW

There is nothing particularly amazing or magical about obtaining results in "The Magic Circle". Here is the richest and most populous area in the South . . . And WBIG, with outstanding programs, wide coverage and constructive merchandising assistance . . . is the favorite station in "The Magic Circle". Catch on?



MAGIC CIRCLE
OF 50 MILES

EDNEY RIDGE, DIRECTOR
WBIG
GREENSBORO, N. C.

THE PRESTIGE STATION W CBS I G OF THE CAROLINAS

5000 WATTS DAY AND NIGHT

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

FEW STATIONS IN THE NATION ... CAN EQUAL **KOA's** DOMINANCE!

SURE THEY'RE USING KOA!

IN DENVER KOA LEADS IN EVERY WAY

KOA LEADS THE WAY IN LISTENER LOYALTY!

In NBC's 1944 Nationwide Survey of Listening Habits, radio families in seven of Colorado's largest cities, named KOA as the station "listened to most" at night by 59% to 79%.

In Denver alone, KOA leads the "Network B" station in "listened to most" by 150%—and all network stations in Denver combined by 62%.

Radio families in Wyoming's four largest cities named KOA as the station "listened to most" by 74% to 91%.

Frankly, we're quite proud of this record, and KOA's advertisers are happy, too. They're using KOA and firing away with this sure fire sales-weapon.

IN DENVER—KOA GIVES YOU MORE THAN THE OTHER FOUR

POWER	50,000 Watts
PROGRAMS	Top NBC Shows
COVERAGE	Denver and the Mountain and Plains States Region
LISTENER LOYALTY*	59% to 79% in seven of Colorado's Largest Cities
DEALER PREFERENCE**	68%

*NBC Survey "1077 Cities" **Ross-Federal Survey

FIRST IN DENVER

KOA

NBC

50,000 WATTS 850 KC

REPRESENTED NATIONALLY BY **NBC** SPOT SALES

Randolph Supports Bill Prohibiting Liquor Ads

A LETTER from Ken Randolph, commercial manager of KDON Monterey, Cal., supporting a bill (S-599) by Sen. Capper (R-Kan.) to prohibit liquor advertising in interstate commerce or by broadcast, was inserted in the *Congressional Record* by Sen. Capper and referred to the Interstate Commerce Committee, where the proposed law is under consideration. Text of the letter, addressed to Sen. Capper, follows:

Relative to your proposed bill prohibiting the transportation in interstate commerce of alcoholic beverage advertisements, we thought you might be interested in the policy recently adopted by this station, which reads as follows:

"No advertising of liquor, beer, or wine will be accepted. This also applies to establishments or portions of establishments engaged in the sale of liquor, beer or wine. Current contracts will not be renewed at expiration."

We are in complete agreement with you in this matter.

BROADWAY BOUND to play dramatic roles is Elizabeth Herbert, WSM-FM Nashville announcer. She will play in Anne and Frank Hummert radio serials.

Durr Votes for Further Program Probe As FCC Grants License Renewals to 20

THIRTEEN of the 50-odd stations placed on temporary licenses by the FCC April 24 [BROADCASTING, April 30] and seven others were granted regular license renewals last week, with Commissioner C. J. Durr voting for "further inquiry" before final action in the renewal applications of 10 clear channel outlets.

The 13 of the April 24 group were understood to be part of those placed on temporary licenses in connection with the Commission's new renewal policy of viewing commercial vs. sustaining program operations [BROADCASTING, April 16]. Commissioner Durr was noncommittal but it is understood he felt the FCC should go into the programs broadcast by the clear channel stations, particularly with reference to allegedly heavy commercial schedules and lack of farm programs.

Despite his attitude, however, there were indications that the Commission would soft-pedal its inquiry into programs, particularly in view of Sec. 326 of the Communications Act. Commissioners generally were agreed that some stations might be top-heavy in commercials to the detriment of good programming, but in the final analysis they pointed out that listeners sooner or later would decide the fate of such stations.

The FCC has maintained a "no comment" attitude since the announcement of April 24, which said six stations had been placed on temporary licenses while 18 others had been granted renewals but had received letters pointing out the Commission's new policy. Of the group placed on temporary licenses April 24, some 35 were reported "routine" cases. In such events temporary licenses are issued.

Regular renewals were granted last week to these stations:

WBZ Boston; WGNY Newburgh, N. Y.; WCAR Pontiac, Mich.; WIBC & auxiliary Indianapolis; WCAU Philadelphia; WTIC Hartford; WLAC Nashville; WHO Des Moines; WAPI Birmingham; WBZA Springfield, Mass.; KDKA Pittsburgh; KYW Philadelphia; WGAR Cleveland, renewed to May 1, 1948; KHBG Okmulgee, Okla.; KWAT Watertown, S. D.; KIUL Garden City, Kan.; WJEJ Hagerstown, Md., to Aug. 1, 1946 when 3-year license period begins; WBLJ Dalton, Ga., WAYX Waycross, Ga., to Feb. 1, 1946, beginning of 3-year period; WMBD Peoria, to Nov. 1, 1947, start of 3-year period.

Commissioner Durr dissented in the following: WBZ WBZA WCAU WTIC WLAC WHO KDKA WAPI KYW WGAR.

Miles Names P&R

MILES LABS., Elkhart, Ind., has appointed Pedlar & Ryan, New York, to handle advertising for a new product, to be disclosed shortly, and will use radio among other media. Extensive user of radio for Alka-Seltzer, "One-A-Day" brand vitamin tablets and Nervine, Miles has placed all other domestic advertising through Wade Adv., Chicago.

BEAUMONT
PAYMASTER
HAS MONEY TO SPEND

NOW!—LATER!

RICE means big money commerce in KFDM'S area. In money it means over 2½ million dollars annual intake, which makes an important segment in KFDM'S 585 million dollar *effective buying income market*. Regardless of how our 250,000 persons make their above-the-average income, their listening ear is attuned to KFDM.

BLUE NETWORK
AMERICAN BROADCASTING CO., INC.

KFDM
BEAUMONT, TEXAS
560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE
**MAGNETIZED
SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

One Of America's Finer Stations

WBOC

NO OTHER
STATION CLAIMS
WBOC'S FULL
PRIMARY AREA

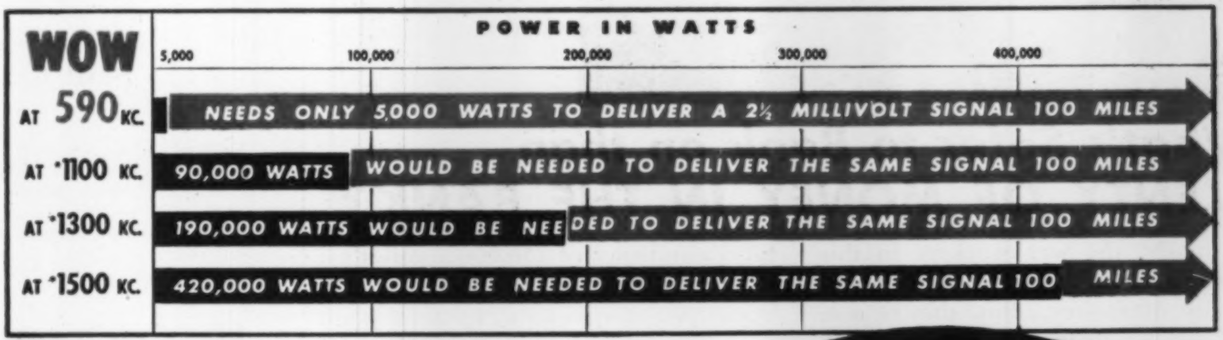
JOHN W. DOWNING, Pres.
CHARLES J. TRUITT, Mgr.

RADIO PARK ★ SALISBURY, MD.

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

WHEN YOU THINK OF A NUMBER
590
Means Coverage!

WOW lays down a 2½ millivolt signal within a 100-mile (or more) radius of Omaha. That is because WOW uses 5000 watts power on a nearly ideal frequency of 590 kilocycles. The chart below, based on computations by competent radio engineers, illustrates how much *more* power is needed to lay down a 2½ millivolt signal 100 miles at higher frequencies.



WOW	POWER IN WATTS
AT 590 KC.	NEEDS ONLY 5,000 WATTS TO DELIVER A 2½ MILLIVOLT SIGNAL 100 MILES
AT *1100 KC.	90,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES
AT *1300 KC.	190,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES
AT *1500 KC.	420,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES

IT'S A FACT - - -

WOW is easily *heard* anywhere within a 100-mile radius of its transmitter—because WOW puts 5000 watts power on a *590-kc frequency.*

WOW is *listened to* because of its 21-year record of providing the best in radio, including basic NBC programs since 1927.

Those are two sound reasons why WOW can do your radio advertising job within a hundred miles PLUS of Omaha . . . ALONE!

***These are the approximate frequencies of other full-time stations in this area.**

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Tank Fete on Blue

FOOD MACHINERY Corp., Riverside, Cal., to commemorate production of its ten-thousandth Water Buffalo, amphibious tank, on May 14 sponsors half-hour broadcast on 150 Blue-ABC stations, 9-9:30 p.m. (EWT). Vice-Adm. E. L. Cochrane, Chief of Bureau of Ships, is to be guest speaker. Mrs. Cochrane will christen the tank. Broadcast includes cut-ins from Lakeland, Fla., and San Jose, Cal., plants, as well as one from Washington, D. C., featuring Ralph A. Bard, Undersecretary of the Navy. Mayers Co., Los Angeles, is agency.

NBC Correspondents Merrill Mueller and Pat Flaherty in the Philippines, Wilson K. Foster and Joe Hainline, currently covering the Okinawa campaign; Robert McCormick, at Fleet Headquarters in Guam, and Jim Wahl, in Honolulu, are participating in a new NBC series, from the Pacific, 12:30-12:45 a.m. (EWT), Monday through Friday. Series, which began April 30, anticipates coming shift of military forces to the Pacific theater.

OWI PACKET, WEEK JUNE 4

Check the list below to find the war message announcements you will broadcast during the week beginning June 4. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.		Group OI Aff.		NAT. SPOT PLAN Live	
		Aff.	Ind.	Aff.	Ind.	Live	Trans.
Seventh War Loan	X	—	—	—	—	X	X
Hold Prices Down	—	X	X	X	X	—	—
Don't Travel	X	—	—	—	—	—	—
Prepare for Winter	X	—	—	—	—	—	—
V-Mail	—	X	X	X	X	—	—
The Job Ahead—Japan	—	—	X	—	X	—	—

See OWI Schedule of War Message 163 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

TENTH anniversary of "America's Town Meeting of the Air", May 31 will be marked with the release of a special illustrated brochure containing the program's history, by George V. Denny Jr., founder, a listing of outstanding debates, and statements by Government officials, church, labor and other civic leaders.

INCREASING floor-space by one-third, Armed Forces Radio Service, Hollywood, has opened additional new quarters near Gordon Street and Santa Monica Blvd., Hollywood. Newly erected two-story frame building houses broadcast service, shortwave and technical production staffs as well as equipment.

KFH • Wichita

☆

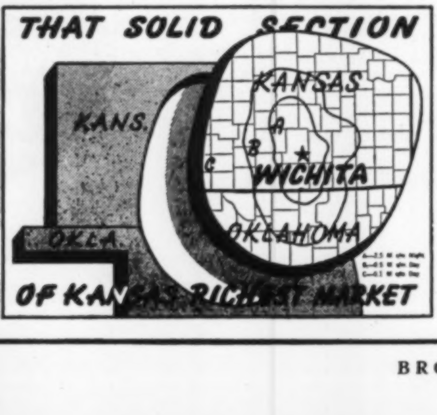
$180,755,183 in deposits were reported by the 7 banks of Kansas Richest Market in the bank call of December 31, 1944.

What's Safer to Bank on than PLENTY OF MONEY IN THE BANK?

Naturally, the war workers in this great aviation center are spending plenty of money. But, they're also banking on their own future and on the future of Wichita to the tune of almost $200,000,000 in 1944 deposits.

To solid-minded time buyers that's about $3,000 for every family in KFH's audience of 250,000...and it's neither thriftless nor shiftless.

So, it's safe for you to bank on the buying power of "That Solid Section" for which KFH is the solid selling station of *Kansas richest market!*



KFH
Wichita

CBS • 5,000 WATTS DAY AND NIGHT
CALL ANY PETRY OFFICE

WTMV SALE GETS APPROVAL OF FCC

FCC APPROVAL was granted last week to the purchase of WTMV East St. Louis by the Johns family of St. Paul and Chicago for $105,000 from Carlin S. French, owner and general manager. Station operates on 1490 kc with 250 w and serves the St. Louis market.

Mrs. Penrose H. Johns acquires 60% interest under the agreement; Myles H. Johns 20%; Lt. William F. Johns Jr., 10%. Myles Johns becomes executive director of the station and Michael Henry, former assistant manager of WTMV, is to become station manager. Transaction covers pending 10,000 w FM application as well as all other assets.

Myles Johns controls WOSH Oshkosh, Wis., and William F. and William F. Jr. are affiliated with the ownership. William F. Johns Sr. is vice-president of WTCN St. Paul and is president of the Ridder-Johns Co., Chicago newspaper representative. William F. Jr. is in the Army Air Corps.

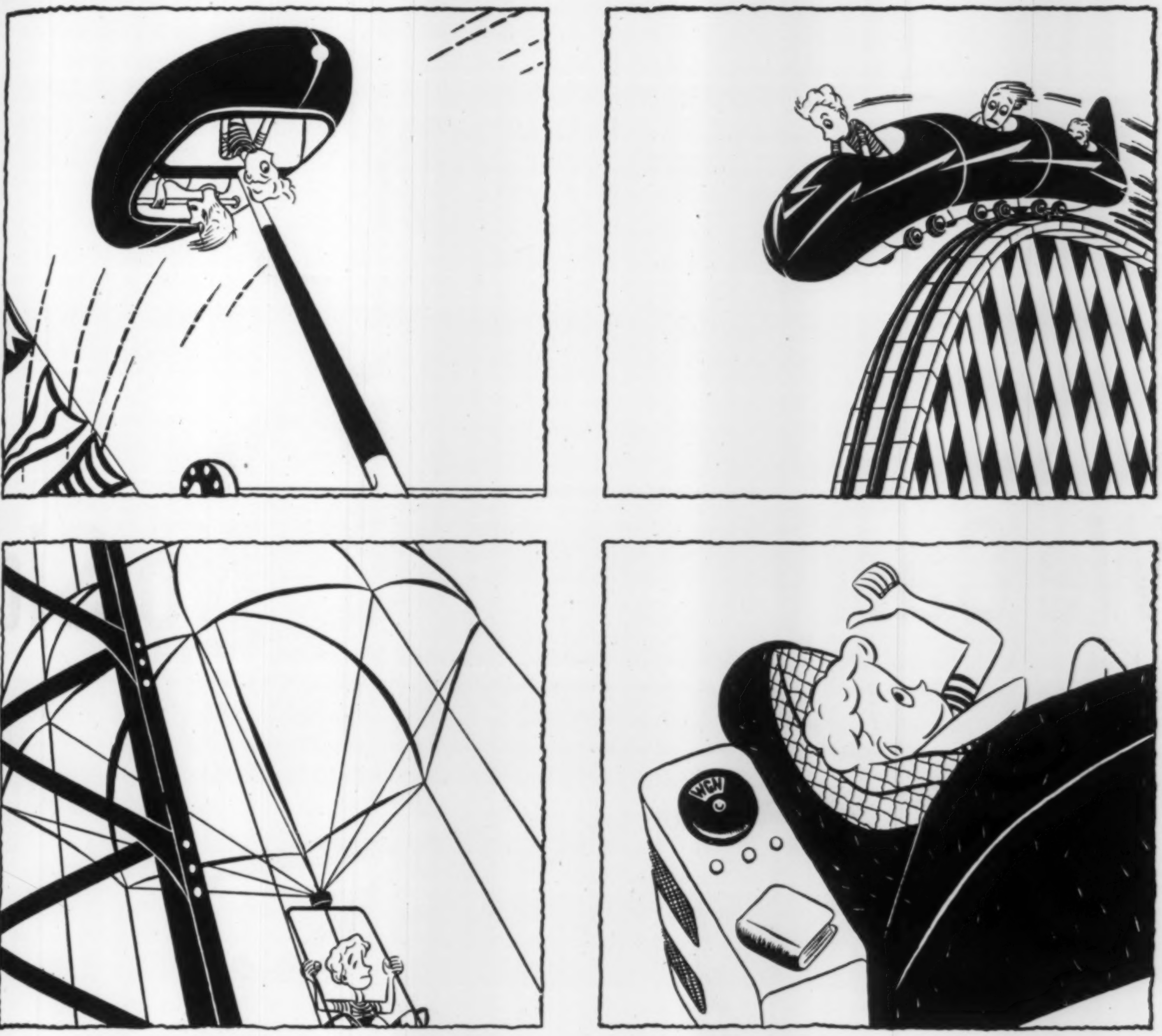
AFN Welcomes Russians

AMERICAN FORCES NETWORK, GI broadcasting stations in ETO, officially welcomed its latest listener group as they presented the first in a series in Russian immediately following the link-up. Expressing the keynote, the Russian-speaking announcer, Oliver Nicoll, OWI radio executive, greeted the Soviet Forces. Show, featuring selections by the Red Army Choir, was climaxed by a rebroadcast of Marshal Stalin's message to the Russian and Allied forces.

WFIN Shift Granted

CONSENT was granted by the FCC last week to voluntary assignment of license of WFIN Findlay, O., from Findlay Radio Co. to Fred R. Hover, general manager and major stockholder in the company, who purchases remaining six shares for $250 per share becoming sole owner of the station (1,000 w daytime, on 1330 kc).

57.7%
of all Iowa families "Listen Most" (night) to
WHO
(55.6%, daytime)
Write for complete facts!
50,000 Watts • Des Moines
Free & Peters, Representatives



Little Elmer says: "Whirligigs are fun, but for steady results in radio, it's WGN—the leader among Chicago's major stations in local and national spot business."

A Clear Channel Station

CHICAGO 11 **ILLINOIS**
50,000 WATTS *720 KILOCYCLES*

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET,
NEW YORK 17, N. Y. • WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.

We Carry
No Side

idelines–

This business of ours is a full-time job. Advertising agencies and the stations we represent are served better because we carry no sidelines. The sales efforts of our men are not divided between radio and other advertising media. We sell no newspaper or magazine space, nor are we involved with transcription or talent departments.

Our full attention is devoted to building business exclusively for the stations we represent.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

Editorial

Radio: Life-Saver

RADIO IS a voice. It is a voice for good or for evil, depending upon how it is used. It is a weapon. It was so used in the grim conflict that ended so ignominiously for the Nazi tyrant last week. It didn't decide the war. It did play a role—the most important one in those tense hours just before the abject, humiliating surrender of the crushed enemy.

Radio saved lives. That role of radio is overlooked. American lives were saved.

The enemy for days had known the battle was futile. They knew Hitler had perished or fled and that the Nazi leadership had deserted like rats. They were interested in saving their necks. They all knew that by radio. Allied radio kept telling them. They surrendered in droves.

In the last war it took days and weeks before the "cease firing" order had permeated the ranks. Last week the story was known in minutes. There was little, if any, blood spilled futilely. Radio—American and British and French and Russian transmitters—carried the message. Those few pockets of resistance which had remained didn't have to wait for courier or grapevine. It came to all those within earshot at 186,000 miles per second.

There were untoward incidents. AP's Edward Kennedy's 24-hour "beat" on the signing of the peace is a raging controversy. Censorship broke down somewhere along the line. It may be true that Mr. Kennedy violated journalistic ethics. There is a serious question whether that sort of military censorship was justified, whatever the reasons. It was news when the peace terms were signed—when the Nazis capitulated—not when some military factotum turned on the news faucet.

News has a way of leaking. The last remaining Nazi transmitter, at Flensburg, broadcast the German order to cease all resistance. That was Correspondent Kennedy's cue and he used it adroitly. Whether he violated a trust is not for us to determine. It was true when he wrote it. Truth is his defense.

The point we make is that Mr. Kennedy's story saved lives—American lives. It was picked up and rebroadcast by ABSIE throughout the war theater. If it saved a single life—premature or no—it served a purpose that means more to American mothers and fathers than a thousand news pledges.

Radio handled well its assigned V-E Day task. Again it did exactly what was expected of it. It owes its thanks to the cooperation of the military forces and more particularly to the Army's Bureau of Public Relations for greasing the way.

All broadcasters realize that the war isn't over—that it's only half over. There'll be no slowing down on the job.

Broadcasters will heed the inspiring words of Maj. Gen. A. D. Surles, who directs Army public relations:

> **Two down and one to go.**
>
> **The mission is: "Get the Jap and get it over."**
>
> **Let the mighty voice of American radio sound the final battle cry!**

Concur in Burr by Durr

THE FCC is talking out of both sides of its mouth about programs. In one breath it insists it has no control over program content. But in several others it goes whole-hog on program evaluation, pure and simple.

There's the *cause celebre* about evaluation of commercials as against sustaining service, used as a vehicle for issuance of temporary licenses. In the pre-hearing conferences on clear channels, program matters are given first place. At a Commission meeting last week, Commissioner Cliff Durr voted for further inquiry into renewals covering 10 clear channel stations, on program grounds.

After the mid-April renewal blast in these columns one broadcaster cryptically messaged: "Concur in Burr by Durr". Many others more than lifted an eyebrow.

Under the inspired leadership of Paul A. Porter, the FCC these past few months has functioned with efficiency and with hitherto unequalled harmony. He found a welter of unfinished business, including these program issues. Commissioner Durr, who evidently believes anything commercial is crass, has spearheaded the drive. The balance of the Commission has temporized. But the burr is there.

So far, we judge, upwards of 60 stations have been cited because of representations made in their applications. Despite the Commission's effort to conceal the identity of stations which have received temporary renewals or letters asking for explanations, all are under a cloud. A station may have been given a temporary license because of faulty equipment or perhaps an incomplete jurat. Yet it is under suspicion.

In these war days, most commercial programs carry public service announcements. Simply because the station or the network gets compensation from the sponsor, we understand the FCC lists these programs as purely commercial. Moreover, the Commission's formula is said to charge up all participating programs using the musical clock pattern as purely commercial. The fact is the station receives compensation only for spot announcements, not program segments. And a substantial amount of that time is devoted to public service announcements.

The whole theory is fallacious and wrongly contrived. The Commission has a legal way without resorting to this circuitous, ill-advised procedure.

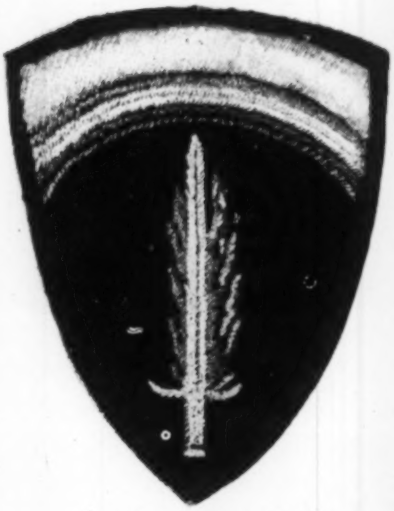
It will be recalled that one of the principal aims of the ill-starred House Select Committee investigation of the FCC was the temporary renewal procedure. Committee counsel challenged it as a device to bludgeon stations into subservience. It is an ugly vehicle.

We do not believe the FCC majority realized the impact of this new procedure. If it should follow through on the original intent and treat all stations alike, as must be presumed, very few of the 924 stations would escape notice. The Commission probably would have to lease the ball park or Constitution Hall to hold the en masse hearings. By that time, however, the crusade will have reached the attention of those in higher places.

Before it gets out of hand, we suggest the FCC, in session assembled, take another look. It might well declare a moratorium on regulatory innovations until after V-J day.

Our Respects To —

SHAEF*



VICTORY (May 8, 1945)

TUESDAY, May 8, 1945 was Victory in Europe Day. For those 30,000 souls who make radio, it was a day of arduous, redoubled work—work which they did with an inspired zeal and fervor. It was the day they had been awaiting hopefully, anxiously, since Dec. 7, 1941. But those folk, perhaps more than any other segment of American civilian life, knew that the surrender signalized a job half-done, that action now shifts to the Pacific.

They must have thought too about those kids from radio on the fronts or in the war theaters. There would be those lucky guys in Europe who might get home now; there were those fellows who won't get back at all; those in the Pacific who still have a job to do. All told radio's men in the service total 10,000-odd.

They thought that way on that eventful June 6, when General Eisenhower gave the D-Day signal. The European invasion was under way. Radio was in the front lines, on the beachheads, with the early waves. It was the zenith of radio's first wartime job. Radio acquitted itself well.

Then, in this little column devoted to radio people, we broke with precedent. There simply wasn't one broadcaster who fit the niche. It was all of radio's fighting sons. So we paid our respects to "Radio's Liberation Forces".

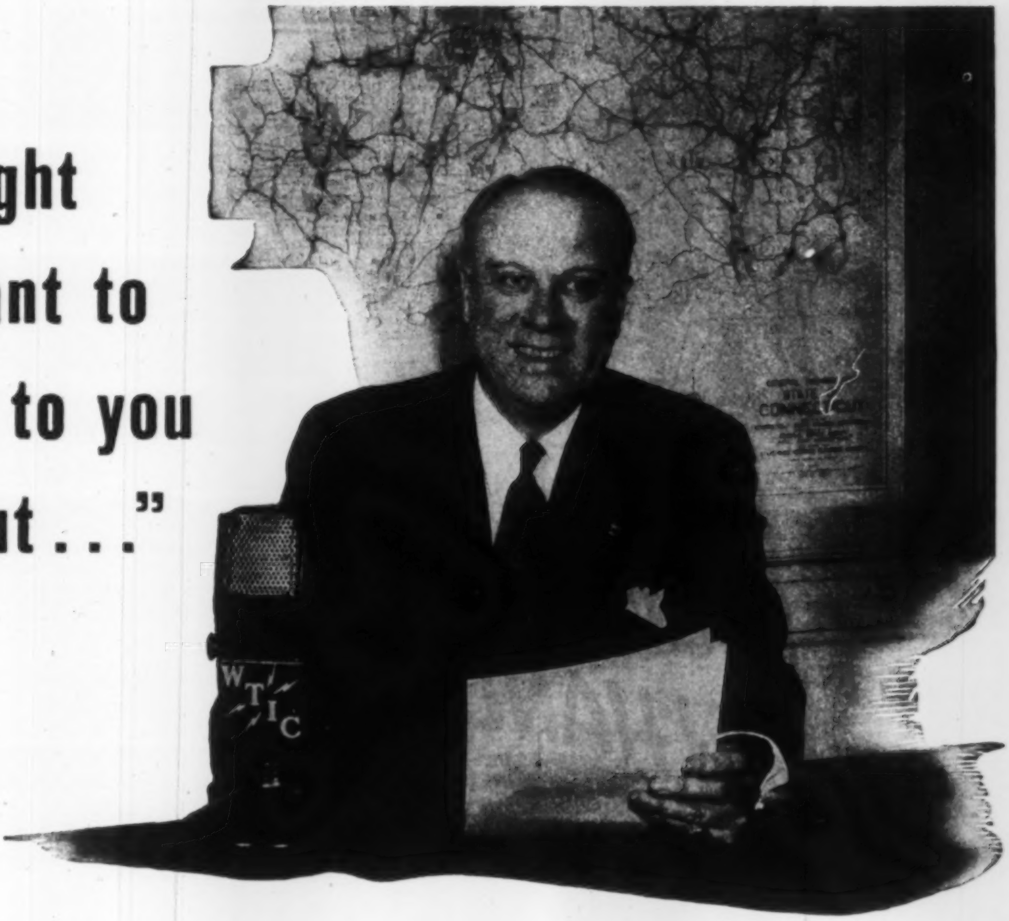
Now we're in no dilemma. Nothing short of a fulsome, wholehearted tribute to the radio men in uniform (and the girls too) will do. They range from GI's to generals; from apprentice seamen to flag rank. There isn't paper enough to name them. All of them aren't heroes. Many of them will never see the front lines. But all are in it for the same reason—to obliterate fascism and intolerance from the earth and to preserve for all of us the right to live as free people.

So once again, to radio's fighting sons—wherever they may be—American radio men and women thankfully, reverently and proudly pay their respects.

---

*Heraldic Interpretation of Emblem—**SHAEF**: Upon a field of sable black, representing the darkness of Nazi oppression, is shown the sword of liberation in the form of a Crusader's sword, the flames rising from the hilt and leaping up the blade. This represents avenging justice by which the enemy power was to be broken in Nazi-dominated Europe. Above the sword is a rainbow, emblematic of hope, containing all the colors of which the national flags of the allies are composed. The heraldic chief of azure blue, above the rainbow, is emblematic of a state of peace and tranquility, the restoration of which to the enslaved people is the objective of the United Nations.

"Tonight I want to talk to you about . . ."



THESE words have a familiar ring to thousands of Southern New Englanders for they introduce a weekly report to the people of Connecticut by Governor Raymond E. Baldwin over the facilities of WTIC.

Meeting modern day problems in a modern manner, Connecticut's chief executive discusses questions relating to war production, absenteeism, fuel and food supply, postwar planning, the welfare of returning veterans, and the course of important legislation being considered by the law-makers of the state. Clearly, concisely, he gives his constituents a word picture of the work being done under their mandate.

Naturally, it gives us a great deal of satisfaction to know that WTIC serves as an intimate contact between the Governor and the people of Connecticut. Constant striving toward greater community service has contributed immensely to the active interest of listeners in this area to the programs of WTIC.

One more reason why WTIC is the dominant station in Southern New England.

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

LISTENERS and SALES GO HAND IN HAND

The 81.5% rise in our all-day average Hooper during the two year period ending in January is the talk of the town! Yes, WSIX has more daytime listeners than any other Nashville station . . . And remember, BLUE listeners are the best spenders. That's why more and more advertisers are using WSIX to reach the million potential buyers in the rich industrial and agricultural Nashville area . . . Yes, WSIX listeners and sales go hand in hand.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

5000 WATTS

980 K.C.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Management

LT. COL. JAMES C. HANRAHAN, on leave as executive vice-president of Scripps-Howard Radio Inc., is deep inside Germany with Allied Military Government. He has travelled more than 15,000 miles in Normandy, Brittany, France, Luxembourg, Belgium, Holland and Germany, and last reports were that he was with the 83d Division east of the Elbe.

CALVIN J. SMITH, owner and general manager of KFAC Los Angeles, and Donna Madsen of Salt Lake City, were married at Santa Ana, Cal., May 5.

TOM C. EVANS, president of KCMO Inc. and of the Crown Drug Co., Kansas City, lunched with President and Mrs. Truman at the White House last Wednesday after having visited the Chief Executive the preceding day on his birthday. Mr. Evans, an old friend, presented to the President the first lifetime membership ever given in the Kansas City Club.

RALPH R. BRUNTON, president and general manager of KQW, San Francisco CBS outlet, and **HERBERT V. AKERBERG**, CBS station relations vice-president, were in Washington last week.

REGGIE MARTIN, former manager of WIZE Springfield and an applicant for a new station at Ft. Lauderdale, Fla., has joined OWI Overseas Branch. He may leave soon on foreign assignment.

PAUL W. KESTEN, CBS executive vice-president, returned to New York May 9 from a three-week vacation.

M. A. MULRONY, general manager and chief engineer of KGU Honolulu, is in the U. S. to arrange plans for the post-war expansion of KGU facilities. He is to visit San Francisco, Chicago, New York, Hollywood and Tacoma, Wash.

HAROLD N. GRAVES, vice-president in charge of finance and personnel at KIRO Seattle, recently married Corrine Tanguay, formerly with the Treasury Dept., Washington.

MORTIMER C. WATTERS, vice-president and general manager of Scripps-Howard Radio Inc., WCPO Cincinnati and WNOX Knoxville, is the father of a girl.

CHARLES F. PHILLIPS, vice-president and commercial manager of WFBL Syracuse, has been elected vice-president of the Syracuse Optimist Club.

LT. COL. ARTHUR H. SCHROEDER, formerly with the radio law offices of George O. Sutton, Washington, is back in the country on special temporary duty but will return shortly to his assignment as deputy for administration, Army Airways Communications System in the European Theater of Operations, headquartering in London. He went on active duty as a 2nd lieutenant in February 1942.

RCA Communications on May 4 started direct radio telegraph services for commercial and personal messages between New York and Rome. Radio circuit has been in operation for Government and military messages and press dispatches since June, seven days after Germans fled the Italian capital. RCAC had previously established a station in Naples.

IN EASTERN NORTH CAROLINA
WRRF
COMPLETELY COVERS THIS
HUNDRED MILLION DOLLAR MARKET
Over 600,000 Population
67,144 RADIO HOMES
6,188 Retail Outlets
Annual RETAIL SALES
Over $100,000,000
Write Us Today for Our
New Informative Folder
TARHEEL
BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FORJOE & CO.
New York • Chicago • Philadelphia

CAPTION SUPPLIED FOR WRONG PICTURE

EDITOR, BROADCASTING:

I've been sent a clipping from your illustrous magazine in which you very kindly inform the trade of my Croix de Guerre. Many thanks. The piece is fine, but you used Jim Quirk's photo in lieu of yours truly.

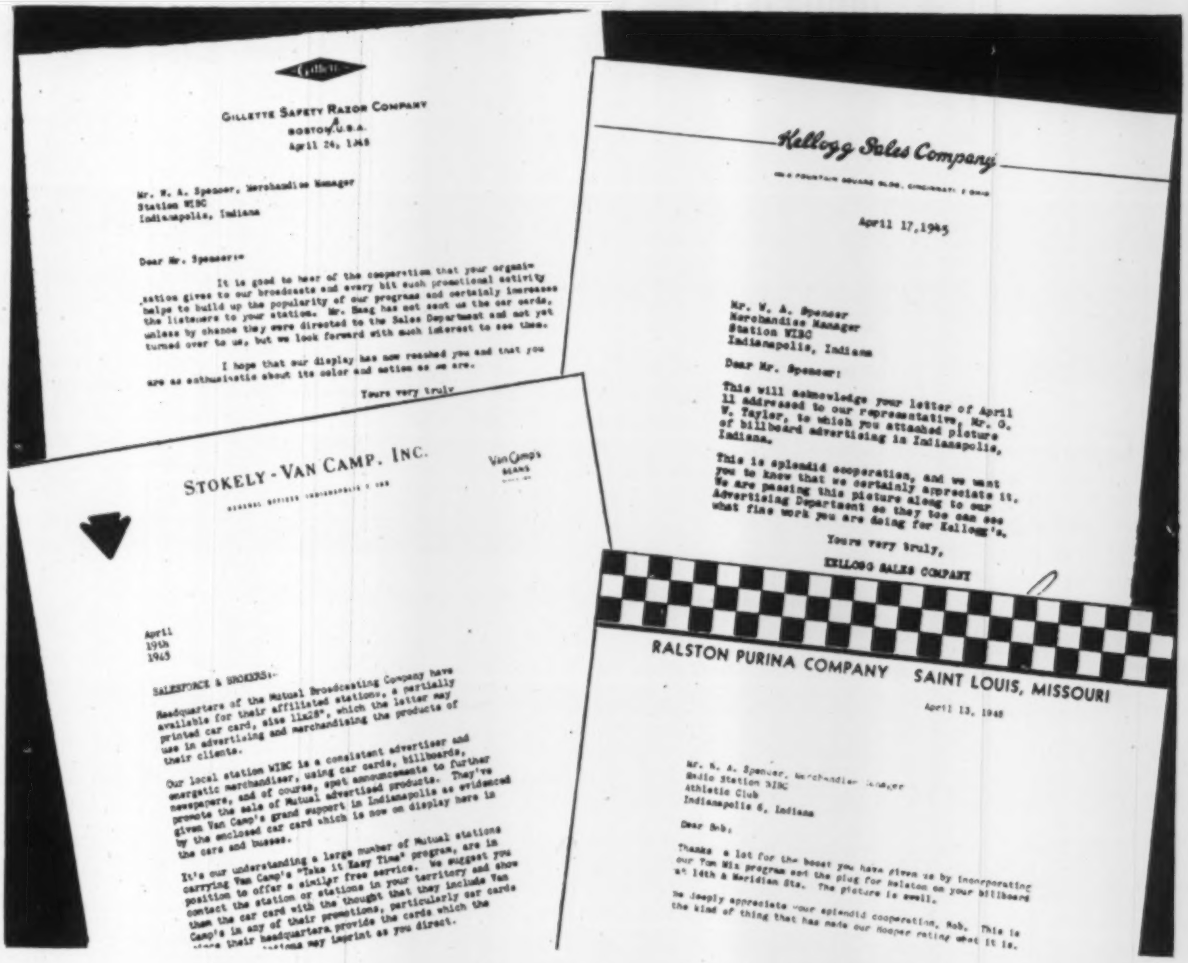
The error is understandable, for the pix used was one Jim and I had taken together some time ago and which you published on the occasion of WJLS shifting to 560 to become a neighbor of WFIL, Jim Quirk's station. Inadvertently, we here mixed the caption of that print, getting our "left to rights" backwards.

HERE ARE Col. Smith (left, not right) and Maj. Quirk (right, not left) in the photo originally miscaptioned.

I don't object in the least to being identified with Jim Quirk, who not only is a good broadcaster but is a personal friend, but I feel you may want to get your files straightened out. Jim Quirk, as you may know, helped run WFIL prior to coming on duty. He is now a major and is Gen. Patton's public relations officer. Incidentally, he twice has been awarded the Bronze Star Medal, once for his part in helping set up public relations activities at Paris (he was one of the first in the city) and again for his work on General Patton's staff. Perhaps you'd better leave the picture and change the copy!

JOE L. SMITH JR.
Lt. Col., Infantry
Hq. 12th Army Group, P&PW
APO 655, c/o Postmaster,
New York
27 April, 1945

KXOK
630 KC.
ST. LOUIS
BLUE NETWORK
5000 Watts Full Time
Represented by John BLAIR & CO.



GILLETTE SAFETY RAZOR COMPANY
BOSTON, U.S.A.
April 24, 1945

Mr. W. A. Spencer, Merchandise Manager
Station WIBC
Indianapolis, Indiana

Dear Mr. Spencer:

It is good to hear of the cooperation that your organization gives to our broadcasts and every bit such promotional activity helps to build up the popularity of our programs and certainly increases the listeners to your station. Mr. Haag has not sent us the car cards, unless by chance they were directed to the Sales Department and not yet turned over to us, but we look forward with much interest to see them.

I hope that our display has now reached you and that you are as enthusiastic about its color and action as we are.

Yours very truly

Kellogg Sales Company

April 17, 1945

Mr. W. A. Spencer
Merchandise Manager
Station WIBC
Indianapolis, Indiana

Dear Mr. Spencer:

This will acknowledge your letter of April 11 addressed to our representative, Mr. G. W. Taylor, to which you attached picture of billboard advertising in Indianapolis, Indiana.

This is splendid cooperation, and we want you to know that we certainly appreciate it. We are passing this picture along to our Advertising Department so they too can see what fine work you are doing for Kellogg's.

Yours very truly,
KELLOGG SALES COMPANY

STOKELY - VAN CAMP, INC.

Van Camp's
BEANS

April
19th
1945

SALESFORCE & BROKERS:-

Headquarters of the Mutual Broadcasting Company have available for their affiliated stations, a partially printed car card, size 11x28", which the letter may use in advertising and merchandising the products of their clients.

Our local station WIBC is a consistent advertiser and energetic merchandiser, using car cards, billboards, newspapers, and of course, spot announcements to further promote the sale of Mutual advertised products. They've given Van Camp's grand support in Indianapolis as evidenced by the enclosed car card which is now on display here in the cars and busses.

It's our understanding a large number of Mutual stations carrying Van Camp's "Take it Easy Time" program, are in position to offer a similar free service. We suggest you contact the station or stations in your territory and show them the car card with the thought that they include Van Camp's in any of their promotions, particularly car cards their headquarters provide the cards which the stations may imprint as you direct.

RALSTON PURINA COMPANY SAINT LOUIS, MISSOURI

April 13, 1945

Mr. W. A. Spencer, Merchandise Manager
Radio Station WIBC
Athletic Club
Indianapolis 6, Indiana

Dear Bob:

Thanks a lot for the boost you have given us by incorporating our Tom Mix program and the plug for Ralston on your billboard at 14th & Meridian Sts. The picture is swell.

We deeply appreciate your splendid cooperation, Bob. This is the kind of thing that has made our Hooper rating what it is.

REAL MERCHANDISING COOPERATION!

● Every radio station talks about merchandising cooperation for its advertisers. Few *do anything* that really brings results!

Radio station WIBC actually goes the limit to make every sponsored program a success. With large "spectacular" billboards, car cards, newspaper space, direct mail and close personal contact with jobbers and retailers, both product and advertiser are given support that shows up on cash registers and sales records. Ask any Blair man for further particulars.

**OWNED AND
OPERATED BY THE
INDIANAPOLIS NEWS**

Represented Nationally by JOHN BLAIR & CO.

★ A *Mutual* STATION

W I B C

INDIANAPOLIS, INDIANA

How Good?

We have often been asked: "How good is your market?" Our answer can only be: "As good as our industries." Here are the more important ones:

Carr China Company
Owens-Illinois Glass Co.
Westinghouse Elec. & Mfg.
Domestic Coke Corp.
E. I. Dupont DeNemours Co., Inc.
Akro Agate Marble Co.
Maiden Form Brassiere Co.
National Carbon Co.
Fairmont Box Co.
Bowers Pottery Co.
Hazel-Atlas Glass Co.
Fairmont Aluminum Co.
Fairmont Machinery Co.
Monongahela West Penn Public Service Co.
Carnation Milk Co.
Pittsburgh Plate Glass Co.
B. & O. Divisional Shops
Reilly Tar & Chemical Corpn.
Consolidation Coal Co.

ASK A BLAIR MAN

5,000 WATTS

WMMN

FAIRMONT, W. VA.

COMMERCIAL

LARRY BAIRD, WWL New Orleans commercial manager, broke his leg while doing some work around his home.

ELSA M. COSMAN, business manager of WPAT Paterson, N. J., and wife of **COMDR. JAMES V. COSMAN**, USNR, WPAT president, has been elected president of the Zonta Club, business women's organization of Paterson.

JOHN EVANS, former public relations manager of C. & H. Sugar Co., has joined the KIRO Seattle sales staff.

JOSEPH LeMOYNE, salesman of WING Dayton, is the father of a girl.

ARCH L. MADSEN, assistant to the manager of KSL Salt Lake City, and **H. PERRY DRIGGS**, promotion director, have been elected secretary and director, respectively, of the Salt Lake Adv. Club.

CLAUDE IRVINE, new to radio, has joined the commercial staff of CKGB Timmins, Ont.

HENRY MAAS, NBC Hollywood sales and program traffic manager, is the father of a boy.

JOHN TREGALE has been promoted to manager of the station time and statistical division of All-Canada Radio Facilities, Toronto, station representative.

JOSEPH HERSHEY McGILLVRA Inc., Chicago, has been appointed exclusive representative for WJOB Hammond and WASK Lafayette, Ind., effective May 1.

DUNCAN SCOTT & Co., West Coast representative for Adam J. Young Jr., Inc., New York, assumes representation of KLO Ogden, Utah, Intermountain Network (KOVO KLO KEUB KVNU KID KVRS) and KALL Salt Lake City, effective June 15. Latter station starts operations on Aug. 1.

HOMER RENAULT, former program director of CBC for Quebec, has been appointed commercial manager of the CBC Quebec network with headquarters at Montreal. He succeeds **J. ARTHUR DUPONT**, who resigned to open his own station CJAD at Montreal [BROADCASTING, April 30].

JOHN F. HARRINGTON succeeds the late **LEONARD C. COX** as sales representative of WSAR Fall River, Mass. (see story this page).

STEPHEN JAMES, WEEI Boston assistant production manager, transfers to account executive. His former duties are assumed by **HAROLD MILLER**.

Forjoe Branch

FORJOE & Co., station representative, has opened a new branch office at 1651 Cosmo St., Hollywood, and plans to set up a San Francisco office in the next six months. Gene Grant, formerly with Blue Pacific Coast Sales, is general manager of the Hollywood office. He was previously with NBC and KFI Los Angeles. Fred Apt, formerly account executive of Compton Adv., New York, joins Forjoe today as head of a newly created sales promotion department, to be expanded at a later date. Ralph Breidinger, assistant buyer in the media department, will replace Mr. Apt at Compton.

Leonard C. Cox

LEONARD C. COX, WSAR Fall River, Mass., sales manager for many years, died April 25. He was with WSAR for 12 years when it was operated by Doughty & Welch Electric Co. and continued when the Fall River Broadcasting Co. in November 1944. Before going into radio he and his brothers were tobacco distributors.

Cellar Places Tribute To Granik in Record

PRAISING the *American Forum of the Air* (9:30-10:15 p.m. EWT Tuesday on Mutual) as a "living monument" to Theodore Granik, its founder and moderator, Rep. Samuel Celler (D-N.Y.) last Tuesday inserted in the *Congressional Record* a statement in which he declared the *Forum* is "the living, dynamic spirit of the principles of free government which has carried this nation on to its present greatness".

Declaring that newspaper accounts of what happens in Congress "are often abbreviated in the pressure of events," Rep. Celler said "there is one medium which conveys the true atmosphere of the deliberations of this body to the American People. . . . I refer to the *American Forum of the Air*."

PRODUCTION

JULIA CHASE, former acting production director of WBZ Boston, is new features editor of WTAG Worcester replacing **MILDRED BAILEY**, now with WCOP Boston.

GWEN BUCKINGHAM, until recently chief of the continuity department of WWNY Watertown,, N. Y., now directs daily "Harriette Meets the Ladies", replacing **HARRIETTE DUNBAR**, to WWVA Wheeling. **ED JACKSON**, formerly of WCBT Roanoke Rapids, N. C., joins the WWNY announcing staff.

FRANKLIN M. EVANS, KYW Philadelphia announcer, joins KQW San Jose, Cal.

BURTON WRIGHT, producer, from WKY Oklahoma City, and **NORMAN PALMER**, announcer, from CKLW Windsor, Ont., to WWJ Detroit.

LAMOTT MARTIN and **CARL THOMPSON** to WBOC Salisbury, Md., as announcers.

TED BEEBE, chief announcer of WKNE Keene, N. H., has been named production assistant in the television studios of WRGB Schenectady, N. Y.

BOB HART has been appointed program director of CKGB Timmins, Ont. He was formerly with CJKL Kirkland Lake, CKCR Kitchener, and CKWS Kingston.

JIM KIRKPATRICK, discharged as a captain in the British Imperial Army, has rejoined CKWS Kingston after recovering from wounds received in action.

ROBERT GALE to KYW Philadelphia as announcer.

MARVIN BEST, announcer and day production supervisor of KHJ Hollywood, is the father of a girl.

FRED DOLAN, former announcer of WWJ Detroit, to Don Lee Broadcasting System, Hollywood.

JIGGS MILLER, former KFAB Lincoln, Neb., continuity chief, is now program director and **BILL MacDONALD**, former program manager and farm editor, is farm editor exclusively. **MARTIN GRISWOLD** has been named continuity chief of KFAB.

SGT. NORVIN C. DUNCAN Jr., former program director of WFBC Greenville, S. C., now doing radio work in the Army, is the father of a girl.

HUGH O'DONNEL, former announcer of KCKN Kansas City, to KGFJ Los Angeles.

ARTHUR STANDER, writer on the NBC "Amos & Andy Show", is the father of a girl.

CHARLES L. LEWIN, associated with **NORMAN CORWIN**, writer-producer, to CBS Hollywood production staff.

ROBERT CUMMINGS, announcer of KFAC Los Angeles, to Blue-Hollywood staff.

BILL COX, new to radio, joins WWDC Washington as announcer.

GOING ALONG with the gag, when Don McNeil, m.c. of *Breakfast Club* on Blue sent a carton of "No Cigarettes" to KECA, Los Angeles affiliate, these staff members "sampled" the new brand. Seated, l to r, Amos Baron, sales mgr., John I. (Bud) Edwards, prog. mgr. Standing, George Irwin, acct. exec.; Clyde Scott, gen. mgr.; Matt Barr, Shelton Earp, acct. execs.

JAMES BEGLEY, program director of KYW Philadelphia, is back at his desk after an illness.

JOHN J. RAE, announcer of CBR Vancouver, has been transferred to CJBC Toronto and the staff of the CBC Dominion network at Toronto.

HOWARD REIG, announcer at WGFM Schnectady, General Electric FM outlet, to WGY Schenectady, GE standard station, replacing **VINCENT WILLIAMS**, who leaves for Hollywood.

BILL WILLAR has resigned as announcer at WIP Philadelphia.

DONN BENNETT, producer of "Valley Forge Caravan" on KYW Philadelphia, is recuperating after an appendectomy at Bryn Mawr Hospital.

DICK FALCON has replaced freelance announcer **ED WIEBE** on three WJJD Chicago high school shows. Latter is now in the Navy, stationed at Great Lakes, Ill.

BILL MYERS, WSPD Toledo announcer, has been drafted.

WEBSTER L. BENHAM Jr., production manager of KOMA Oklahoma City, has been elected president of the Oklahoma City Junior Chamber of Commerce.

HOWARD HARRIS, Hollywood radio writer, is the father of a girl.

ROBERT HAFTER, for 11 years CBS Hollywood producer-director, has resigned to freelance. He continues production assignment on NBC "The Gay Mrs. Featherstone", sponsored by Brown & Williamson Tobacco Corp. (Raleigh cigarettes).

WDRC Hartford's broadcast of the Hartford Common Council's tribute to the memory of President Roosevelt was transcribed and preserved in the city archives for the benefit of future generations.

IN PHILADELPHIA
WIBG
Leads in SPORTS
10,000 WATTS
Leads in MUSIC
FULL TIME!
Leads in NEWS
Philadelphia's Most Powerful Independent

"Here's how Courtney checks up on Courtney!"

Alan Courtney

"...via a PRESTO recorder"

"An announcer must check up on his technique constantly," says Alan Courtney, popular announcer of WOV's *1280 Club* program. "My own way of doing this is to make frequent recordings of my voice on a portable PRESTO recorder. Then, by listening to the records, I can get an idea of how I sound to the radio audience. Naturally, the accuracy of the recording is of the utmost importance. I find a PRESTO recorder ideal for the work, because, even in amateur hands, it produces cuttings of uniformly high fidelity and clarity."

PRESTO sound recording and transcription equipment is used by major broadcasting companies, in industry, in schools and colleges, and by the Armed Forces. Every PRESTO unit, from the largest to the smallest, is a product of high engineering skill and uncompromising manufacturing standards. Write for information.

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

PRESTO

RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
Walter P. Downs Ltd., in Canada

DETROIT'S LEADING
INDEPENDENT
STATION

WJBK

KNOWN BY
THE CLIENTS
IT KEEPS!

Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes

WJBK GETS
RESULTS
★
ANOTHER REASON
WHY

STATION WJBK
Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in the country.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2, MICH.

Penn. Net Project

UNITY BROADCASTING Corp. of Pennsylvania is applying for a corporate charter to establish a network in the state. Petitioners are unknown, although many believe it represents gospel broadcasters taken off WPEN Philadelphia who seek to link stations for a regional web. The purposes are "to carry on, in all or any of the several branches thereof, the business of radio broadcasting (including frequency modulation and television broadcasting), and the business of creating, maintaining and operating networks, systems and chains for such purposes; and to do such things and exercise such powers as shall be appropriate to serve the public interest, convenience and necessity in connection therewith."

NETWORK ACCOUNTS

New Business

PAN-AMERICAN PETROLEUM Corp., New Orleans, on May 6 for 15 weeks started Edward R. Murrow on nine CBS stations Sun. 1:45-2 p.m. Agency: Fitzgerald Adv., New Orleans.

BROWN & HALEY, Tacoma, Wash. (Almond Roca candy), on May 11 started Cited for Valor on 5 NBC Pacific stations Fri. 9:15-9:30 p.m. (PWT) with transcribed repeat on KFI KHQ. Agency: Erwin, Wasey & Co., Seattle.

COMPTONE Co., New York (Oculens sunglasses), May 19 starts Bob Trout on 14 CBS stations Sat. 6:55-7 p.m. Agency: Byrde, Richard & Pound, N. Y.

GOODYEAR TIRE & RUBBER Co. of Canada, New Toronto, May 8 started Parade of Songs on 15 Ontario stations Tues. 8-8:30 p.m. Agency: J. J. Gibbons Ltd., Toronto.

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), on June 4 for 52 weeks starts Knox Manning—Commentator on 39 Don Lee Pacific stations Mon. thru Fri. 7:15-7:30 a.m. (PWT). Agency: Hillman-Shane-Breyer, Los Angeles.

FOOD MACHINERY Corp., Riverside, Cal., on May 14 only sponsors half-hour remote broadcast from Riverside on approximately 150 Blue network stations Mon. 9-9:30 p.m. (EWT). Agency: The Mayers Co., Los Angeles.

Renewal Accounts

BUNTE BROS., Chicago (candy), June 3 for 52 weeks renews World Front on 20 NBC stations. Agency: Presba, Fellers & Presba, Chicago.

BROWN SHOE Co., St. Louis, June 2 renews for 13 weeks Smilin' Ed McConnell and His Buster Brown Gang on 52 NBC stations. Agency: Leo Burnett Co., Chicago.

GENERAL ELECTRIC Co., Schenectady, has renewed for 52 weeks The World Today Mon. thru Fri. 6:45-6:55 p.m. on 133 CBS stations. Agency: Maxon Inc., N. Y.

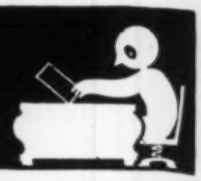
AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on April 28 for 52 weeks renewed Your Hit Parade Sat. 9-9:45 p.m. on 132 CBS stations. Agency: Foote, Cone & Belding, N. Y.

Net Changes

S. C. JOHNSON & SON, Racine, Wis. (Johnson floor wax), on July 3 for 13 weeks replaces Fibber McGee & Molly with half-hour series featuring Victor Borge, pianist-comedian, on NBC stations Tues. 9:30-10 p.m. (EWT). Agency: Needham, Louis & Brorby, Hollywood.

INTERNATIONAL SILVER Co., New York (institutional), on June 17 for 8 weeks replaces Adventures of Ozzie and Harriet on 144 CBS stations Sun 6-6:30 p.m. with Silver Theater, resuming former Aug. 4. Agency: Young & Rubicam, N. Y.

SPONSORS



McKESSON & ROBBINS, New York, on July 1 shifts advertising of Bax Multiple Vitamin Capsules from Ivey & Ellington, New York, to J. D. Tarcher & Co., New York, which also handles Bexel Vitamins. Albolene Cream and Soretone, a liniment, will be transferred from Tarcher to I&E on the same date. Purpose of the shift is to enable the agencies to operate more effectively by handling products in the same field. Products were formerly promoted on "Stop or Go", on Blue, now off the air, and by spot radio, now discontinued.

D. VAN NOSTRAND Co., New York, publisher of home-education books, has appointed J. M. Hickerson Inc., New York, as agency.

NADAIR PARFUMS, Los Angeles, plans a national promotional campaign said to include radio and has named Glasser-Gailey & Co., Los Angeles, as agency.

IT Co., Toronto (shoe polish), has started spots on a number of stations throughout Canada. Agency is R. C. Smith & Son, Toronto.

BROADWAY DEPT. Store, Los Angeles, adding to heavy local schedule, on May 14 starts "Breakfast with the Deacon" six weekly on KMPC Hollywood. Half-hour western ranchhouse type program features Charlie Stone. Contract for 52 weeks placed thru Lee Ringer Adv., Los Angeles.

NATE PERLSTEIN, advertising manager of Pabst Sales Co., Chicago (Pabst Blue Ribbon beer), is in Hollywood to confer with executives of Warwick & Legler and prepare 1945 and 1946 promotional campaigns to be built around CBS "Danny Kaye Show".

SEARS ROEBUCK & Co., Los Angeles, in a 13-week campaign started May 7 is using a spot schedule ranging from one to 26 announcements per week on seven Los Angeles area stations: KFI KIEV KFVD KGFJ KFWB KECA KRKD. Other stations will be added. Mayers Co., Los Angeles, has account.

PARKER WATCH Co., New York, on May 7 started daily participations in Hal Jarvis—"Make Believe Ball Room", and an hour long program "Can You Tie This" on KFWB Los Angeles. Latter program which presents new records, rated by guest commentators with an audience contest feature, may be sponsored by Parker on a network of West Coast stations at later date. Contract for 52 weeks placed by Sterling Adv., New York, as part of a spot radio schedule for Parker.

DURLACQUE MFG. Co., St. Louis (Durlacque cleaner), is considering radio promotion through Jerrol & Assoc., St. Louis.

SHOOK BRONZE Corp., Lima, O. (bronze bars, bushings, bearings, babbit metal), has appropriated $15.000 for campaign to include radio and has named Michel-Cather, New York, as agency.

HAROLD I. REINGOLD has been named advertising director of the domestic whiskey and import and export divisions of Schenley Distillers Corp., New York. Mr. Reingold is former assistant to **S. D. HESSE**, vice-president and director of Schenley Distillers advertising and sales promotion who resigned to enter the advertising agency field.

DONALD M. STEWART has been named manager of the advertising division of Texas Co., New York, a post left vacant by the death of Stephen M. Birch. With Texas Co. since 1936, Mr. Stewart has been assistant to the advertising manager 4½ years.

ADRIAN FLANTER, former assistant public relations director of Fawcett Publications and previously operator of his own advertising agency which specialized in radio accounts, has been appointed advertising manager of Benrus Watch Co., New York, a major user of spot radio.

CONTINENTAL CLOTHING Co., Chicago, began sponsorship May 6 of "Quiz Time" 10:45-11 a.m. CWT Sunday on WIND Chicago. Contract for 52 weeks was placed by Sidney S. Lovitt Co., Chicago.

GINSBURG & ABELSON, New York (women's dresses), plans a national promotional campaign said to include radio and has named Frederick Clinton Co., New York, as agency.

DUNLOP TIRE & RUBBER GOODS Co., Toronto, has started spots to obtain old golf balls on a number of Canadian stations. Agency is Vickers & Benson, Toronto.

FLAMINGO SALES Co., Hollywood (nail polish), has appointed Advertising & Sales Council, Los Angeles, to handle its advertising. Firm currently uses twice-weekly spots on KFI Los Angeles.

THOMAS SUPPLY & EQUIPMENT Co., Montreal, has started spot announcements on 21 Canadian stations. Agency is Harold F. Stanfield Ltd., Montreal.

Radio Hot Bed

ROBERT S. MONTGOMERY, vice-president of Louisville Gas & Electric Co., has long believed in using radio advertising but it was not until he gave a lecture on "City Farming" recently that it became generally known that radio is responsible for his hot-bed sash being opened every time the sun comes out. Farmer Montgomery keeps a thermostat in the hot-bed. When the temperature goes up the electric arc on the thermostat causes all kinds of static on near-by radio sets. If Mrs. Montgomery doesn't happen to have her radio turned on, a neighbor does. The result is that the hot-bed sash is raised at once.

COLONIAL DAMES Corp., Hollywood (cosmetics), on May 29 for 39 weeks renews weekly quarter-hour participation in "Meet the Missus" on seven CBS Pacific stations. Abbott Kimball Co., Los Angeles, has account.

GRISWOLD HOTEL, New London, has appointed J. R. Kupsick Adv., New York, as agency. Plans call for a schedule of spot announcements and quarter-hour news periods on several New York stations beginning this month.

24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

CBS
WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

Meet Bill Hutchinson

William K. Hutchinson, chief of the International News Service Washington bureau, is the dean of press association men in the Senate press gallery and an authority on national politics and Congress.

At present, he is directing the I.N.S. all-star staff covering the United Nations Conference in San Francisco.

He joined the I.N.S. Washington staff in 1921, at the time of the Washington Disarmament Conference, after serving in I.N.S. bureaus in New York, Kansas City, Pittsburgh and Chicago.

The late George R. Holmes was then chief of the Washington bureau, and Hutchinson was schooled in the Holmes tradition of fair, unbiased, analytical reporting. When Holmes died Hutchinson was placed in charge of I.N.S. in the national capital.

He has covered all the presidential campaigns and national conventions since 1924, earning a wide reputation for impartiality.

He is the confidant of senators, representatives, and other national figures. Because of their confidence in Hutchinson, many important declarations have been entrusted to his hands long before they reached rival newsmen.

Twenty years ago Hutchinson's 36-hour "scoop" at the famous Scopes evolution trial in Dayton, Tenn., made newspaper history. The judge himself proved to be Hutchinson's unwitting source of information that a motion to halt the trial would be overruled.

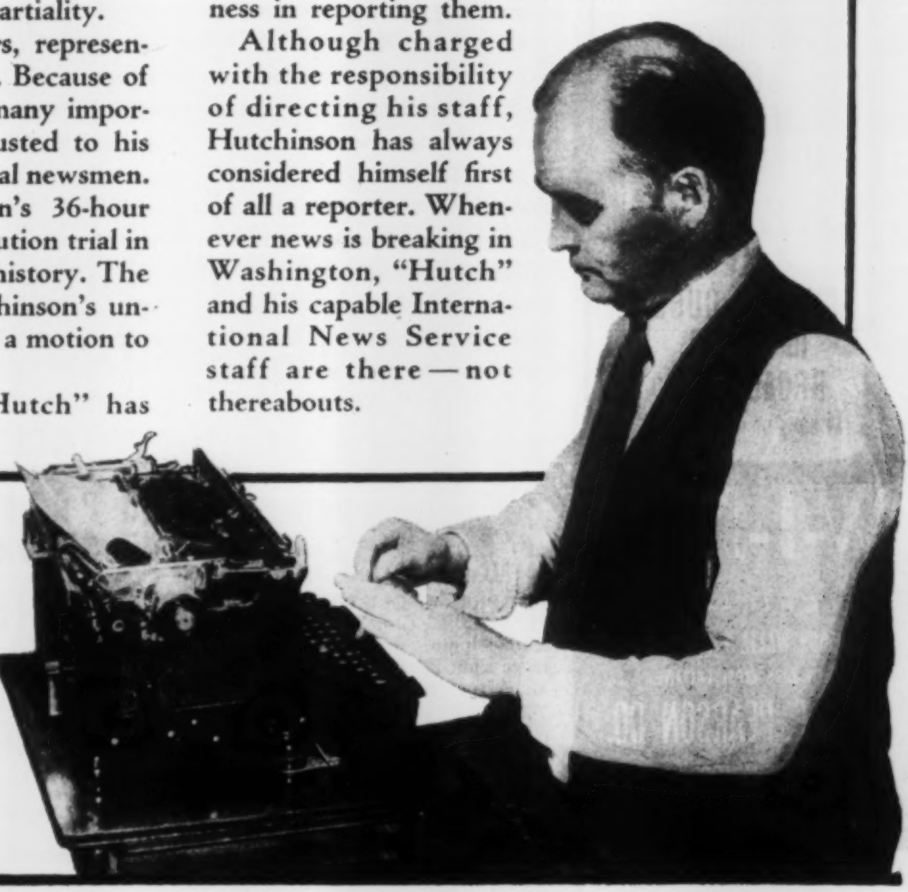
In the intervening years, "Hutch" has scored many impressive news beats. In the 1944 national political campaign, it was "Hutch" who made the first authoritative announcement that Governor Dewey would agree to run for the presidency despite his official silence on the subject.

He was one of a triumvirate of I.N.S. Washington reporters who scored a beat of 29 hours and 11 minutes on the fate of the eight Nazi saboteurs in August, 1942.

Another of Hutchinson's notable scoops was scored in November, 1937, when he revealed the existence of the Balfour documents, containing secret World War I data of utmost international importance.

A member of the American Legion, "Hutch" gave I.N.S. clients a 12-hour beat on the Legion's decision in 1931, to demand revision of the dry laws. Legion officials frequently requested his assignment to cover their national conventions because of his fairness in reporting them.

Although charged with the responsibility of directing his staff, Hutchinson has always considered himself first of all a reporter. Whenever news is breaking in Washington, "Hutch" and his capable International News Service staff are there — not thereabouts.



INTERNATIONAL NEWS SERVICE

235 E. 45th St., New York 17, N. Y.

W-I-N-D
presents

TED WEEMS
EARL HINES
JIMMY DORSEY

AMERICA'S OUTSTANDING BANDS
in person!

ALSO

24 HOUR NEWS SERVICE
AP • INS • UP
•
EXCLUSIVE
ALL CHICAGO CUBS BASEBALL BROADCASTS
AT HOME OR OUT OF TOWN

W-I-N-D
CHICAGO
5000 WATTS • 560 KC.
NEW YORK REPRESENTATIVE
JOHN E. PEARSON CO.

ABEL AND SIGMUND KAUFMAN PARTNERS

HENRY J. KAUFMAN Advertising, of Washington, will become Henry J. Kaufman & Associates under a partnership just announced. Maj. Kaufman, now serving in the Army, says the firm will include besides himself Jeffrey A. Abel, William F. Sigmund and Irma N. Kaufman.

Location, service, functions, and personnel of the agency will remain the same. Mr. Abel and Mr. Sigmund have served on the management committee of the agency since 1942 when Maj. Kaufman entered the service. Mr. Abel, radio director, has been with the agency for 13 years. Mr. Sigmund has been creative director since 1932.

Mr. Abel

Mr. Sigmund

Stations Cooperating On Song of the Week

FIFTY-ONE New England radio stations in NAB District 1 will launch cooperative "Song of the Week" promotion May 13. Executives selected "Someday, Somewhere" as first song. The plan was developed from similar idea carried out by Walter Haase, WDRC Hartford general manager.

Committee organizing campaign includes Paul Morency, WTIC Hartford, NAB District 1 chairman; Walter Haase; Ted Hill, WTAG Worcester; Kingsley Horton, WEEI Boston; Wayne Latham, WSPR Springfield and N. J. Mathers, WHDH, Boston.

Plan includes the selection of a song to be featured for a period of two weeks with stations agreeing to have tune presented twice each day or 15 times each week. A new song will be selected each month and featured in the same manner for two weeks. Special emphasis will be placed by each station on identifying selected tune as "Song of the Week". Publishers will cooperate.

Robert M. Clutch

ROBERT M. CLUTCH, 71, head of the R. M. Clutch Adv. Agency, Philadelphia, which he formed more than 25 years ago, died May 4. A son and two daughters survive.

CHARGING his original idea for a radio show "Veterans' Campaign", was appropriated for NBC series "Johnny Presents Ginny Simms", Craig Reynolds, Hollywood film actor, has filed $100,000 damage suit in Los Angeles Superior Court against NBC, Philip Morris & Co., sponsors, and Blow Co., agency.

AGENCIES

ALLAN T. PREYER, chairman of the board, Morse International, has been elected president of the Advertising Club of New York. Other officers named at the annual meeting May 8 were: **ENGENE S. THOMAS,** sales manager, Bamberger Broadcasting Service (WOR New York), vice-president for one year; **FREDERICK R. GAMBLE,** AAAA, vice-president for three years; **JAMES A. BREWER,** president of the Brewer-Cantelmo Co., treasurer.

JULIA LUCAS, former timebuyer with N. W. Ayer & Sons, New York, has joined the New York office of Grant Adv.

WILLIAM H. KINSALL & Co., new agency at 101 W. Monroe St., Bloomington, Ill., has been formed by **WILLIAM H. KINSALL,** president; **HAROLD N. BRAMBLE,** vice-president and art director; **DONALD GLASGOW,** director of copy and research. Telephone 7606-7.

DAVE WHITE, BBDO New York producer, is the father of a boy.

C. H. PEARSON, former executive vice-president and radio director of Casanave & Pearson, New York, and **W. W. HEFFELFINGER,** have bought out **CHARLES L. CASANAVE'S** interest in Casanave & Pearson and have established a partnership at 50 E. 42d St. under the name Pearson Adv. Agency. There is no change in present personnel or accounts. An expansion of radio activities is expected. Mr. Heffelfinger was partner in the former Heffelfinger Agency, New York, in association with Mr. Pearson. Agency dissolved and accounts were shifted to Casanave & Pearson several years ago.

MARIE H. GATTER has joined the copy staff of Geare-Marston, Philadelphia.

HELEN E. BRANDT has been added to creative staff of Richard A. Foley Adv., Philadelphia.

TERRY THOMPSON, formerly with J. Walter Thompson Co., San Francisco, has joined N. W. Ayer & Son Hollywood publicity staff. **JEAN McFARLAND,** Ayer West Coast publicity director, is in New York for home office conferences with **WAUHILLAU LaHAY,** agency publicity director

RUSSELL T. KELLEY Ltd., Hamilton, Ont., has moved to 447 Main Street East.

LOYAL KELLY, formerly commentator of CKEY Toronto, has joined McKim Adv., Toronto.

PAUL R. KRUMING has returned to National Export Adv. Service, New York, as president after a three-year leave of absence. Mr. Kruming was attached to Armed Forces Radio Service for a year, coordinating operation of American Expeditionary Stations, and served as associate director of the radio division, Office of Coordinator of Inter-American Affairs.

ERWIN, WASEY & Co. has moved its New Haven office to 250 Church St.

AL DURANTE of the radio department of J. Walter Thompson Co., New York, and Lynn Gardner, singer, were to be married last Saturday.

CAROLINE HOOD, Rockefeller Center Inc., has been reelected president of the Advertising Women of New York. All other officers were reelected, including **EUGENIE C. STAMLER,** media director, Biow Co., as vice-president. **GRACE JOHNSEN,** director of women's activities, Blue-ABC, was one of five to be elected a director. Officers will be installed May 24.

LEW KASHUK, former advertising director of I. J. Fox, New York furrier, who has established an advertising agency temporarily at 11 W. 42d St., New York, will move into permanent quarters after June 1 at the Empire State Bldg. Firm will be known as Lew Kashuk Adv. Co. **JAY E. KASHUK,** a brother, will be associated with him, continuing as head of Associated Radio-Television Productions, New York.

NEW SHOW or just friends lunching together? William Lewis (l) of Kenyon and Eckhardt, Lorena Danker of J. Walter Thompson and Don Thornburgh, West Coast head of CBS, pictured at the Brown Derby, refuse to answer questions.

H. R. COATE, former associate director of research of Foote, Cone & Belding, Chicago, has transferred to agency's San Francisco office as business manager and media director.

C. W. (Ted) GRANGE, former advertising and public relations director of Stewart-Warner Corp., Chicago, has joined MacFarland, Aveyard & Co., Chicago, as editorial director of public relations department.

LEE HAMMETT, vice-president and radio director of Simmonds & Simmonds, Chicago, has joined Western Adv. Agency, Chicago, as account executive.

LT. LEONARD F. WINSTON has been named radio director of Alvin Gardner Co., New York, to carry out agency's plans for expanded radio activities. Lt. Winston has served on post public relations and in the information and education division of the War Dept. as morale service officer.

RITA (Dixie) DUGAN, casting director of Benton & Bowles, New York, who was married in mid-April to George M. Earnshaw, will leave the agency around July 1 to live in Cleveland.

DON'T OVERLOOK THE
90 PRIMARY
47 SECONDARY
COUNTIES
IN THIS GREAT FARM BELT
SERVED BY
KMMJ
GRAND ISLAND, NEBRASKA
HEADLEY-REED COMPANY - - - REPRESENTATIVES

23 TODAY.....
AND THEY
STILL LOVE US !

WDAY is the oldest broadcasting station in the Northwest—twenty-three years!—but senility ain't settin' in yet!

Proof? Well, the latest Conlan Rating gives WDAY 69.3% of the Fargo-Moorhead audience (8 a.m. to 10 p.m., Monday through Saturday—4 p.m. to 10 p.m., Sundays) with all other stations combined totaling the short end for 30.7%!

Want a hunk of cake for yourself?

WDAY, INC.

N B C

FARGO, N. D.

Affiliated with the Fargo Forum

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Maybe the walls are bulging a little, but we're mighty happy to be playing host to the top-notch NBC-KPO commentators covering The United Nations Security Conference. And we're proud to provide NBC-KPO facilities to our colleagues, the British Broadcasting Corporation, Australian Broadcasting Commission and Canadian Broadcasting Corporation. KPO continues to serve in the public interest.

FIRST in Northern California
KPO
NBC
50,000 watts
Represented by NBC SPOT SALES

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY!

James in '48

NEWSCASTER Bill Humbert, on WOPI Bristol, Tenn., is urging Col. James Roosevelt, eldest son of the late President, for the Presidency in 1948 as a man capable of adequately leading the nation through the difficult days of "reconstruction" that will follow the end of the global war. Citing his war record, Mr. Humbert, says Col. Roosevelt has the background, training and record of experience combined "with the much to be desired acquaintanceship with the presidential office that would enable him to take over the reins" at a critical period. He pointed out that James served as his father's secretary and his companion on many official journeys.

News

BILL EARLE, of WBOC Salisbury, Md., has been promoted to news director and chief announcer.

CAPT. LEO W. BOLLEY, former WFBL Syracuse sportscaster, 32 months overseas, is now with headquarters staff, First Army Air Division in England.

RONALD V. COCHRAN, former WHOM New York news director, has been transferred to WCOP Boston on similar assignment.

CEDRIC FOSTER, Mutual and Yankee Network commentator, has left for the Pacific as Navy war correspondent.

BRUCE MacDONALD, former WJW Cleveland news editor with AFRS in China, is doing three 15-minute newscasts daily for XNEW.

PFC. JOHN D. STOOKEY, son of **CHARLES STOOKEY**, farm editor of KXOK St. Louis, who was captured last Dec. 21 by the Germans, has been liberated and is now in an American hospital in England.

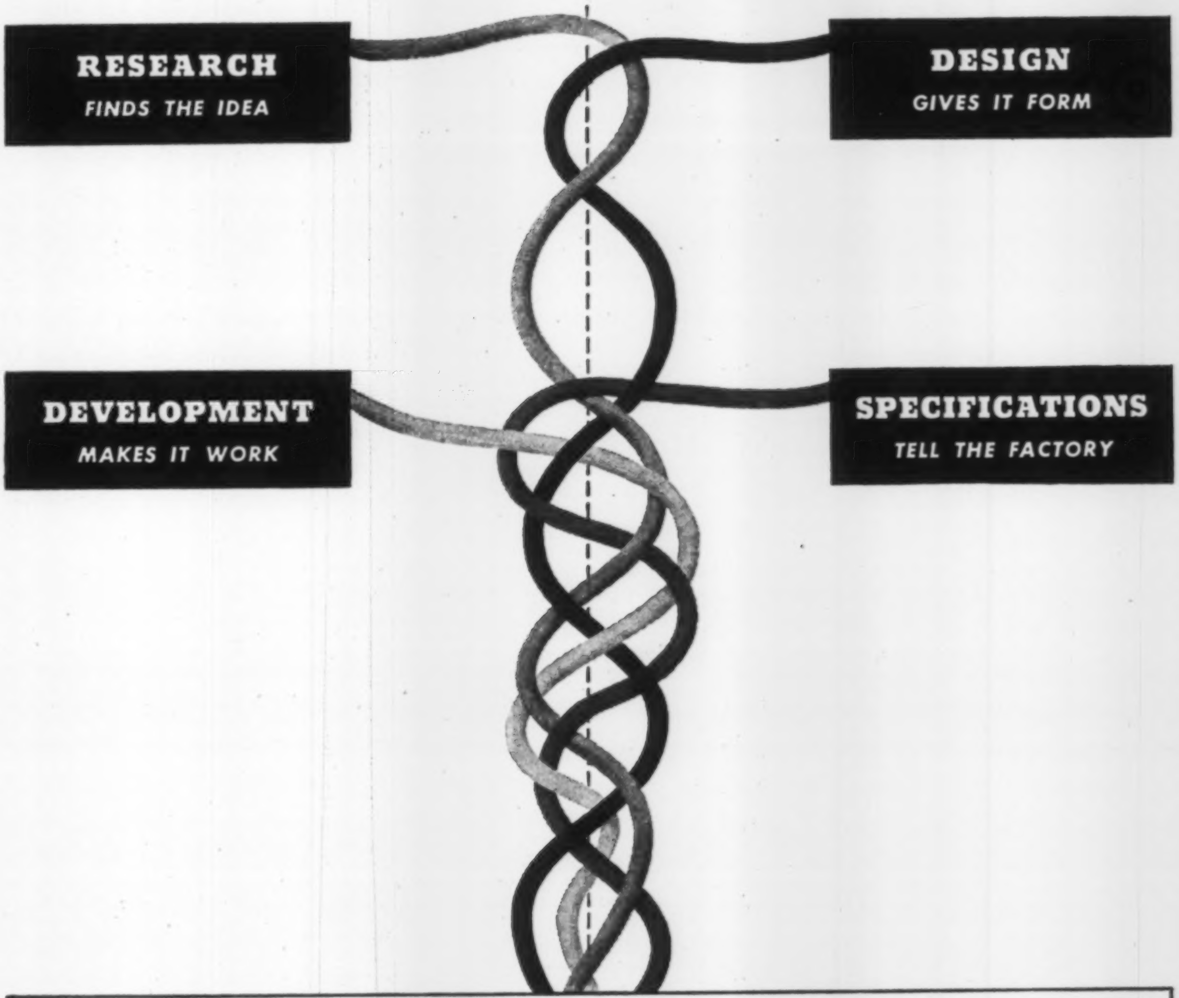
CECIL MARTEL HIND, formerly with Philadelphia Inquirer, Seattle Post Intelligencer, Seattle Times and an ex-serviceman, has joined NBC Hollywood newsroom. **JOHN BROBERG**, for past two years news writer with WCCO Minneapolis, also has been added to network's Hollywood news staff.

WEBLEY EDWARDS, CBS correspondent in the Pacific, is on the West Coast on short leave.

KYW Teacher Plans

REGISTRATIONS are open for enrollment in the third summer radio workshop for public school teachers to be conducted by KYW Philadelphia, in cooperation with the Philadelphia Board of Public Education, Lee B. Wailes, Westinghouse Radio Stations general manager, announced last week. Similar workshops will be conducted by WBZ Boston, KDKA Pittsburgh and WOWO Fort Wayne, also Westinghouse stations. Plan for direct training of teachers by instruction within operating stations was developed by Gordon Hawkins, educational director of the Westinghouse stations, and Gertrude E. Golden, district superintendent of the Philadelphia Board of Education.

WEAVING COMMUNICATION HIGHWAYS


RESEARCH
FINDS THE IDEA
DESIGN
GIVES IT FORM
DEVELOPMENT
MAKES IT WORK
SPECIFICATIONS
TELL THE FACTORY

BELL TELEPHONE LABORATORIES

brings together the efforts of 2000 specialists in telephone and radio communication. Their wartime work has produced more than 1000 projects for the Armed Forces, ranging from carrier telephone systems, packaged for the battle-front, to the electrical gun director which helped shoot down robots above the White Cliffs of Dover. In normal times, Bell Laboratories' work in the Bell System is to insure continuous improvement and economies in telephone service.

WHAT AMERICA'S YOUNGEST NETWORK IS DOING ABOUT

The Blue Network has its own philosophy about Television

We start out with the premise that television must be *economically sound* before it can become successful. We feel that the most important consideration in television today is *advertising economics.*

Radio succeeded because it is *practical:* because advertisers learned to team up entertainment and selling, and to do it within a sound budget. This brought *radio* from a novelty into an important part of living in 33 million homes.

America's *advertisers* made present-day radio possible. Competition among sponsors for large audiences made radio increasingly better.

Advertisers and their agencies will play just as important a part in *television.* That's why *we* are not planning to "take over" the building of commercial television shows. And that's why we approach television from the standpoint of *advertising economics.* Our policy, we believe, will make it *practical* for advertisers to get in and create good video shows: to utilize television more quickly. And as it did in radio, this will speed the growth of this new industry.

The People and Critics Say, "It Works"

Blue has a regular television schedule. Our televised programs are adaptations of successful radio shows; thus, they have an assured audience interest. *And we start out by taking advantage of what we have learned about listening audiences,* rather than by trying to interest them in some experimental form of entertainment.

Costly experimental work will, we realize, play its part. But it is most important now to give television a commercially practical birth. And the televising of proven and economical radio shows is the best way to do it.

Our programs are televised on a *regular weekly schedule*—like radio programs—because we know that this is the only way to build a television habit.

Every Sunday on General Electric's WRGB in Schenectady, we are televising "Ladies, Be Seated." On Dumont's WABD in New York we presented "Quiz Kids," "On Stage, Everybody," and currently WJZ's John David show, "Letter to Your Serviceman."

After one month of "Ladies, Be Seated," Schenectady audiences gave this program the highest rating ever obtained by a television show.

After two weeks, "On Stage, Everybody" was the most viewed and most popular with Dumont's New York audienc

We got these facts from these stations' polls. But checked up on them by talking, ourselves, to the peo who have watched and heard our shows.

We have great confidence in our television pl People *like* the programs, and they are *economica sound.*

That, we think, is the foundation of practical te vision development.

AMERICAN BROADCASTING COMPANY

The Blue Network

TELEVISION

THIS is Kenneth C. Bardin and his family of Albany. They are listening to "Ladies, Be Seated." Says Mr. Bardin, "'Ladies, Be Seated' is a good radio program. Now that we can see as well as hear it, it's wonderful!"

VARIETY goes along: It says—"*Network (Blue) execs and its video department know whither they are going. Their carefully planned programming in television . . . was a success. From a commercial point of view, all signs point to peak returns . . . They have formulated a program policy of using network radio shows which have the best chance of scoring strongly when televised. Johnny Olsen and Penny as m.c.'s are boff video material.*"

Says **BILLBOARD:** "*It's funny, it's commercial and it's inexpensively produced. If we were a sponsor and the home video audience were quadrupled, we'd buy it fast.*"

Mr. & Mrs. W. J. McLaughlin, *family and friends, of Troy, New York.*

"We always have enjoyed 'Ladies, Be Seated,' but we are very glad we have a television receiver so that we can also see it."

Mr. & Mrs. Louis F. Cordini and Family, *185 West Houston Street, New York City.*

"After listening to 'The Quiz Kids' on the radio, we got an added kick out of seeing them."

Mr. & Mrs. H. J. Mandernack, *with son Peter and daughter Donna, Schenectady, New York.*

"The whole family gathers around and can see it as well as hear it. It's just grand."

Here in the Slutchak home, *Brooklyn, New York, they are watching their first telecast of that popular radio feature—"The Quiz Kids." Says Mrs. Rose Slutchak, "We like it very much, especially Joel."*

... Plato didn't approve

The harp can be traced back in Babylonian history at least 4,000 years—for at least half of which time it was customary to gild the instrument. As early as 650 B.C., an Assyrian conqueror was serenaded by an orchestra including seven harps.

Although the harp is popularly associated with angels, Plato never considered it a holy instrument. He condemned it because "it facilitated sensory pleasure."

Wife, cushion and chair

Introduced into Europe in the 9th century, the harp was quickly adopted by the reigning aristocracy. They believed that the harp, well-played, would destroy the "might of the fiend."

The harp is accepted as the national instrument of Britain and Ireland, and appears on the flag of Eire. The laws of Wales note that "Three things are necessary to a man in his home: a virtuous wife, a cushion on his chair and a well-tuned harp."

Sweets for the sweet

Even before the modern, 7 double-action pedal harp was designed about 1820, the grace and delicacy of the harp made it a ladies' instrument. Today, the majority of our symphony harpists are women—and the harp is used chiefly for graceful, airy "celestial" effects.

To reproduce the true tonal quality and natural delicacy of the music of the harp throughout its entire range, without losing the instrument's brilliant tone patterns, use:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division

OF

Western Electric Company

INCORPORATED

233 BROADWAY, NEW YORK 7, N. Y.

Pentagon Booth Nerve Center For World-Wide V-E Circuit

A SMALL control booth, hung with GI blankets and set up in the midst of Signal Corps offices in the Pentagon was the nerve center for the entire worldwide communications circuit used on V-E Day—the most extensive ever put into operation.

From special controls, linked with a larger control room of Army Communications Service headquarters at the War Dept., two radio officers piloted pick-ups from military leaders scattered over the globe. The two who handled coordination of the broadcasts were Lt. Col. Francis H. Menagh of the Communications Engineering Branch of Signal Corps, and Maj. Albert Wharfield, overseas liaison officer, Radio Branch, Bureau of Public Relations.

Continuous Contact

Continuous contact was maintained with Allied and American theater headquarters in Europe and the Pacific throughout the day and Army Communications Service engineers were on a constant alert to switch circuits at a moment's notice to insure the most favorable reception.

Lt. Comdr. Charles E. Dillon of the Radio Section, Navy Public Relations, and Lt. Col. Jack Harris, of Radio Branch, War Dept. Bureau of Public Relations, handled the pooled broadcasts from NBC's Washington studios, with Col. E. M. Kirby, Chief, Radio Branch, War Dept. BPR, coordinating from the War Dept. studios. Col. Albert Warner, head of the War Intelligence Division, War Dept., was m.c. for the 1 p.m. portion of the program, when the top commanders were called in.

Maj. Bob Pollock, Capt. Tom Dougall, Capt. Joe Graham arranged for the portion from SHAEF, Paris. Handling the messages from the 6th Army Group were Capt. Carl Zimmerman and Sgt. Jay McMullin. From Italy Capt. Bob Eckhouse and Capt. Dan Sutter set up the parts of the broadcast originating from there. Lt. Col. A. A. Schechter was in charge of the pick-up from the Philippines, with Maj. Frank Putnam handling it from Guam. Capt. Finis Farr and Capt. Bert Parks arranged for the messages from the China and Burma-India theaters.

Top commanders of land, sea, and air forces spoke from transmitters in Paris, Rome, Guam, Manila, Honolulu and Washington in a series of eight broadcasts, beginning at 10 a.m. (EWT). Messages from Guam were carried by the Navy transmitter on the island.

From the theaters the broadcasts were channeled through Signal Corps controls and simultaneously fed by land lines to the four networks in New York, to shortwave transmitters operated by the CIAA for Latin America, and to OWI and Signal Corps coastal shortwave transmitters for relay overseas to be picked up by Armed Forces Radio Service installations throughout the world.

Also utilized for the broadcasts was the Signal Corps circuit that just the week before had established the incredible record of round-the-world radio transmission in 9½ seconds. Using radio-teletypewriter, the message was transmitted from Washington through automatic relay stations at San Francisco, Manila, New Delhi and Asmara, then back to Washington.

Transmission was almost instantaneous. Exactly one second after the tape containing the message moved through a teletypewriter transmitter, a nearby receiving machine started printing the message that had circled the globe. The previous record, established last May 24, was 3½ minutes.

60,000,000 Words

In the ten months following the Normandy invasion, the Signal Corps' Army Communications Service, under Maj. Gen. Frank E. Stoner, handled more than 60,000,000 words between the United States and the ETO. At the height of the campaign 17 radio and 4 cable channels were maintained, keeping the Army High Command in Washington in instantaneous contact with commanders in the theater.

The official announcement of victory, broadcast by President Truman, was heard by armed forces throughout the world through use of the same facilities that carried the messages from military leaders throughout V-E Day. The message was broadcast live by 32 shortwave stations in the U. S. and was picked up and rebroadcast by AFRS stations overseas. In addition, both the President's address and the other V-E Day broadcasts were transcribed and sent immediately to troop areas not served by radio or to those places where radio beams from the U. S. do not reach.

Army News Service, a section of the Information & Education Division, Army Service Forces, cooperated with the AFRS in producing special news broadcasts of the V-E Day observance. AFRS also transcribed a special program for the troops overseas, sent out on transcriptions.

WIBX Shift Granted

CONSENT has been granted by the FCC to involuntary transfer of control of WIBX Utica, N. Y., from Scott Howe Bowen, deceased, to his estate with Margaret P. Bowen as executrix. Transfer involves 51% for which there is no monetary consideration.

TECHNICAL

EUGENE LeBARON, former vice-president and member of the board of trustees of Export-Import Bank of Washington, has been elected a vice-president of All America Cables & Radio Inc., IT&T affiliate.

GWILM A. PRICE has been named executive vice-president of Westinghouse Electric & Mfg. Co. **RALPH C. STUART** has been elected vice-president to head lamp manufacturing and lighting divisions of the firm.

MAJESTIC RADIO & TELEVISION Corp. has appointed **HAL E. ROACH**, Hollywood motion picture producer, to distribute radio and record lines for Southern California.

WILLARD RAYGOR, formerly of WBRE Wilkesbarre, Penn., to WBOC Salisbury, Md., control room.

EUGENE MOORE, released from the Army as a first class engineer, has joined the technical staff of WPEN Philadelphia.

HARRY MEYERSON, Pacific Coast recording manager of RCA-Victor division, resigns effective May 31. He has been with RCA for 16 years.

MRS. EARL SHIRLY has joined KOTA Rapid City, S. D., as operator.

ZENITH RADIO Corp., Chicago, has appointed two new distributors: Radio Supply Co., Norfolk, and Nash-Steele Motor Co., Raleigh, to represent respective states.

OWEN J. FORD, chief engineer of KFAC Los Angeles, has resigned to join OWI San Francisco.

ROBERT HERSTAM, member of the public relations staff of RCA-Victor, Camden, N. J., is the father of a boy.

MELVIN C. SCARSDALE has been added to WINN Louisville control staff.

HOWARD PARKER, Compton Adv. recording engineer in New York, has left for military service. **JOHN DEAN**, Mr. Parker's assistant, assumes his duties.

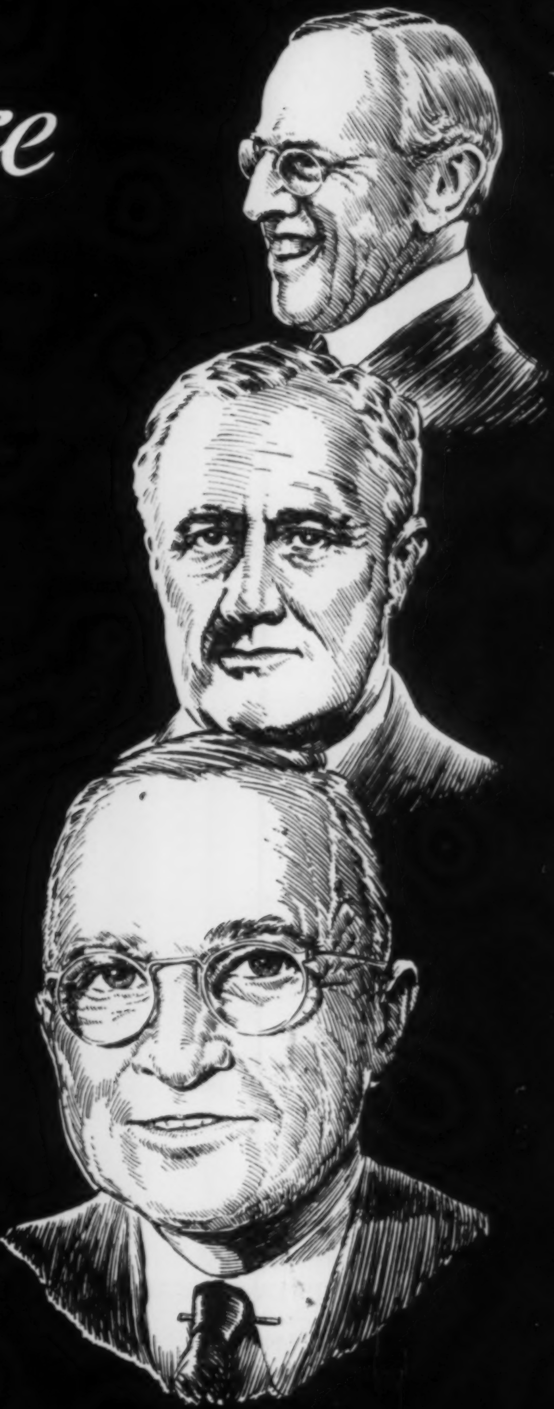
DuMont Report

SCENES FROM a few experimental commercial telecasts on WABD New York, video station of Allen B. DuMont Labs., are included along with a preview of postwar television receiving and transmitting equipment in the company's annual report for 1944. "DuMont," the report states, "will continue to design and build television broadcasting equipment." Firm will resume manufacture of television receiving sets for the public and will continue operation of its own television stations selling "air time" to advertisers. Company had net sales of $9,129,057 during 1944, almost double the net sales of $4,648,346 for 1943. Profits before Federal taxes were $1,494,195 in 1944, compared with $756,061 the previous year. Earnings after taxes and renegotiation for 1944 were $347,195, compared with $218,111 for 1943.

St. Boniface Station

A NEW 1-kw station has been authorized for St. Boniface, Man., but no license has been issued, according to Walter A. Rush, Controller of Radio, Dept. of Transport, Ottawa. French-language stations for St. Boniface and two Saskatchewan towns have been discussed by local interests, but no outlets in Saskatchewan have been authorized. The St. Boniface station likely won't begin operations until after equipment freezes are lifted.

Peace



INTERNATIONAL PERSONALITIES

Complete Coverage

KYA KFWB

KFWB

HOLLYWOOD

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED
New York, Chicago,
Detroit, Atlanta
San Francisco

CAMPAIGN to provide the citizens of Philadelphia with pure water initiated this month by WCAU Philadelphia, is said to mark first time that a local station has taken an editorial stand in any civic matter. I. D. Levy, chairman of the board of WCAU, who first went on the air May 1 to rally the public in a demand for decent drinking water, May 15 6:30 p.m. in another ten-minute talk is to deliver an ultimatum to the city that unless corrective action is undertaken within 60 days of the first warning, WCAU will follow through with plans to bring the issue before the entire public in a highly dramatic and theatrical manner.

If the city fails to come forward with a plan for pure drinking water, WCAU will acquire six large trucks and place on each truck two 10-ft. water bottles, each 45 in. in diameter. Announcements will be made as to the local appearances of the trucks. Radio and theatrical artists on each truck will help draw a crowd. With one bottle filled with fine drinking water from outside Philadelphia, the second bottle on the truck will be filled with city water while the show is in progress.

Large magnifying glasses will show the many impurities in the city water and the public will be asked to sample and compare the waters.

PROMOTION

KTUC Brake Service

AS A PUBLIC SERVICE, auto brake-checking station with authorized mechanics to make inspections has been set up by KTUC Tucson, Ariz., in front of its studios. Windshield seal is awarded if brakes are in good condition, with a citation and ten days given to correct faulty brakes. In first two days of the month campaign, 6080 motorists reported for the service.

Philco Award

PHILCO Corp., Philadelphia, on the May 6 broadcast of "Radio Hall of Fame", Blue Network, presented Orchestra Leader Paul Whiteman with $1,000 bill to be awarded to a promising musician now in service. Money will be used for tuition at a music school, for private study or for financial backlog during the musician's readjustment to civilian life.

Paper for Farmers

KFPY Spokane, to promote its two six-weekly farm programs, 6:30 a.m. and 12:30 p.m., is issuing a free paper "The KFPY Farmer". A four-page tabloid, first issue illustrates: better methods to drill post holes; better dairy stock and how to care for them; campaign against barberry; information on beef cattle, rabbits, etc. Material is secured in interviews with farmers, contacts with county agents and others.

Radio Success Story

"RADIO, Ace of Hearts," is the title of a CBS brochure describing listener response to Bob Hawks 90-second appeal for playing cards for servicemen on R. J. Reynolds Tobacco Co. "Thanks to the Yanks" March 12. Within eight days more than 228,000 decks had been received at CBS' New York headquarters alone, and 90% of the cards were unused according to the booklet. By May 4 over-all total had risen to 1,000,000.

WHBQ Staff Magazine

WHBQ Memphis is publishing the "Hot Watt" intended "Just for us WHBQers" according to the house organ lead editorial which explains idea was suggested by Mutual's closed circuit. Cover says magazine is "published spasmodically; Hotel Gayoso, overlooking Old Man River and all criticism." First issue includes caricatures of staff members and studio gossip.

Sewing Contest

KIRO Seattle has closed its sewing contest and awarded 30 prizes at a special party at the Olympic Hotel, Seattle. Contest attracted more than 500 entries.

Advance Listing

WGNB Chicago, FM station, lists programs one month in advance in booklet sent free to listeners and featuring titles of selections and editorial features and artists.

KDKA Courtesy

WAR DEPT. news releases and recordings received at KDKA Pittsburgh for broadcasting purposes are distributed to the families of the overseas servicemen featured. Over a four-month period an average of 50 releases weekly have been forwarded and the appreciative response has been nearly 100%.

Promotion Personnel

ROLAND TRENCHARD, public relations director of WAAT Newark, has been named radio consultant of the New Jersey War Finance Committee for the seventh time.

MAXINE ARTO, formerly with Robert F. Dennis Inc., Los Angeles agency, to KFI Los Angeles publicity staff.

LYNNE BURDGE, public relations assistant at WAAT Newark, is to be married this summer to SP-1/c Earl F. Cartland, El Segundo, Cal. Miss Burdge is supervisor of WAAT's "Coffee Club".

ENRIC MADRIGUERA

"Musical Ambassador of the Americas" is the title awarded Enric Madriguera for his great service in popularizing Latin music everywhere.

He was among the first to bring authentic Latin-American music to the attention of the United States. His music and his orchestra have become justly famous for excellence and good taste. In good taste, too, are the many superb BMI-licensed titles he has recorded.

UN MOMENTO
UN DOS TRES — Vic. 27342
ACERCATE MAS
SE FUE LA CUMPARSA — Vic. 27402
POINCIANA
IN A FRIENDLY LITTLE HARBOR — Hit 7076
AMOR
TICO TICO — Hit 8083

Consult your BMI DISC DATA for complete listings of BMI-Licensed titles recorded by Madriguera and other noted bandleaders and vocalists.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK 19, N.Y.
NEW YORK CHICAGO HOLLYWOOD

Gates
Broadcasting Equipment
THE NAME TO REMEMBER
for
MAXIMUM EFFICIENCY
MINIMUM MAINTENANCE
GATES RADIO CO.
QUINCY, ILLINOIS, U.S.A.

LOOK TO Federal FOR....
AM
FM
TV

FROM COMPONENT...TO COMPLETE STATION

A vital link in a long chain of equipment . . . from microphone to antenna . . . the lead-in cable plays an important part in dependability of operation.

Federal's Intelin Cables *are* dependable. They've proved that in broadcast and military installations all over the world . . . standing up under severe operating conditions . . . in all kinds of climate.

And that's typical of *all* Federal broadcast equipment. From lead-in cable to complete station, it has earned a reputation for *performance* because it's *built to stay on the air.*

Amplitude Modulation, Frequency Modulation, and Television . . . for quality, efficiency, dependability . . . look to Federal for the finest in broadcast equipment.

FEDERAL FTR TELEPHONE & RADIO

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE Newark 1, N. J.

SERVICEMEN throughout the world have been invited to send in requests for musical numbers to be played by the New York Philharmonic Symphony on CBS in a special Independence Day tribute to the Armed Forces July 1. Artur Rodzinski, conductor of the symphony broadcasts on CBS for U. S. Rubber Co., issued the invitation in the form of a recording, relayed to overseas troops by AFRS. Titled "Request of the Troops", program will be made up from selections polling the highest number of votes.

WGY Service Programs

TWO SERVICE programs aired by WGY Schenectady are "Your Boy in Service", utilizing War and Navy releases about Schenectady men and women in uniform, and a series by men of U. S. Army Redistribution Station, Lake Placid, N. Y., the Rome Army Airfield and Sampson Naval Training Station, Seneca Lake, N. Y. Latter program originates alternately at three bases, each show written, produced, directed and acted by servicemen.

Traveling Road Show

KTUL Tulsa, CBS affiliate, cooperating with the American Legion, is sponsoring a traveling road show unit "KTUL-American Legion Cavalcade" in a series of Saturday afternoon public forums in northeastern Oklahoma cities. One-hour broadcast from each community features speakers replying to queries from the audience on GI rights and rehabilitation.

PROGRAMS

Name the Song

WOR New York on May 7 started four-weekly quarter-hour song-and-money program titled "We've Got Your Number". Program is conducted by Don Frederick, WOR announcer, who telephones listeners, asking them to identify song being played. If respondent answers correctly he is asked to identify the next number selected and so on until he misses. Listener gets $5 for each song identified correctly.

Junior Style Show

WSPD Toledo has inaugurated a style show for youngsters as a part of its Saturday morning "Kiddies Karnival". Boys and girls from three to ten model latest apparel handled by sponsors of the program.

Two-Way Broadcast

WIP Philadelphia presented May 6, 2-3 p.m., two-way forum on "Can a Democracy Have Full Peace Time Employment Without Government Planning?" with participants speaking from Philadelphia and Great Britain via BBC.

Auction Show

MUTUAL May 22 begins a weekly series "Dave Elman's Auction Gallery" which will allow radio audience to participate in nationwide auction sales. Stars of stage, screen will dramatize interesting episodes behind objects and curios to be auctioned. Bids will be sent to Elman by mail, phone or wire and highest bidder will be awarded possession.

ASF Needs

NEW series titled "The Sergeant Sez" designed to emphasize Army Service Forces needs in the Chicago area began on WJJD Chicago. Format consists of stories about soldiers in combat zones and telling civilians in Chicago what they can do to help war effort.

Church Women on Air

WFBL Syracuse is now airing "The Voice of the Church Woman" 8:05-8:15 p.m. Sunday, presented by the Syracuse Council of Church Women's radio workshop.

RADIO'S first women's convention was held when Virginia Federation of Women's Clubs speakers broadcast from WRNL Richmond over WRNL WBTM WDBJ WSLS WGH and WKEY. Gov. C. W. Darden (r) of Virginia, chatted with Assistant General Manager Mallory Freeman of WRNL.

Train Communication

KIRO Seattle has broadcast a demonstration performance of train communication from a moving Milwaukee Road train. Engine to caboose to wayside station communication began in the middle of the 11,890-ft. Snoqualmie tunnel to prove reception is no less clear in the tunnel than outside.

Docking Described

WTMA Charleston, S. C., claimed a radio first with its broadcast description of the unloading of the Army hospital ship Seminole when it docked at Charleston Port of Embarkation. Unloading was described and patients interviewed for listeners. Transcription later was played back to patients.

Children's Program

ROSEMARY SPRAGUE is presenting a children's program, "Golden Keys", on WJW Cleveland, started May 5, 1:15 p.m. A quarter-hour of stories about writers and illustrators of famous books, program is directed to children up to the sixth grade age group.

Theater Series

NEWS and notes of the theater plus reviews of plays and motion pictures will be given by Jay Carmody over WTOP Washington in a series started Sunday 12:15-12:30 p.m. Mr. Carmody is drama critic of the Washington Star.

G.I. Baseball Program

INTERVIEW with Baseball Czar "Happy" Chandler will be recorded as part of sports program for distribution to U. S. Army hospitals by Army Special Services. Russ Hodges, Mutual sportscaster, will conduct the interview.

How to Make Repairs

REPAIR of home electrical appliances is being taught in a series of programs on WCHU Ithaca, N. Y., in cooperation with Prof. F. B. Wright, Dept. of Agricultural engineer, Cornell U., station licensee.

Spar Band on WWDC

SPAR BAND started on WWDC Washington April 28 on "Spars on Parade", half-hour broadcast from the Spar Barracks in Washington.

Reunion

. . . in Philadelphia

WDAS brings G.I. Joe and his sweetheart *together* in musical memories.

From overseas Joe writes, "Please play our favorite recording of *Together*. If it's not too much trouble, call Madison 8312 and ask my Suzanne to *listen in*."

Similar V-Mail requests reach WDAS almost every day . . . all because Joe remembers this station's popular record show. And he knows that nothing is too much trouble at

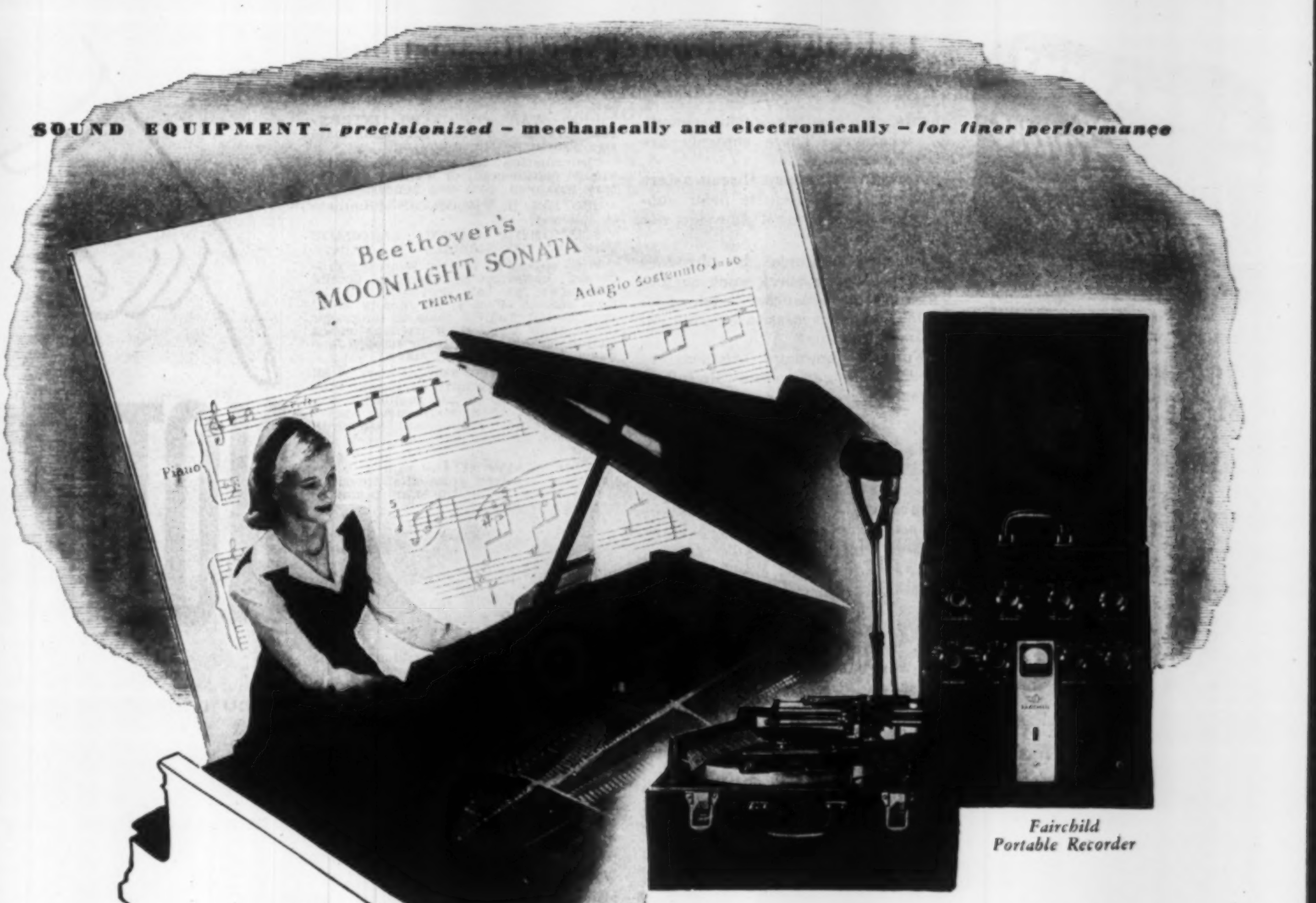
WDAS

That's why WDAS audiences have been **Loyal** for more than twenty years

WCKY
CINCINNATI

AP
UP
NEWS

WITH
REX DAVIS
4 TIMES DAILY


SOUND EQUIPMENT – *precisionized* – mechanically and electronically – *for finer performance*
Beethoven's
MOONLIGHT SONATA
THEME
Adagio sostenuto
Piano

Fairchild
Portable Recorder

Listen to long, sustained chords from a piano

Include a piano recording in your demonstration. For the piano is the most difficult of all instruments to record without wavering of pitch — something that immediately tells your listening audience whether your broadcast is a 'live' or 'recorded' program.

Listen carefully to your recording on a Fairchild Recorder. Notice how the fundamental tone and each of its overtones are reproduced at exactly the same relative strength as heard in the original sound. And notice, particularly, the absence of wavering of pitch.

The famed Fairchild turntable drive is the reason. Driven direct from the center, the 33.3 rpm speed is obtained by a 54 to 1 gear-and-worm reduction of the 1800 rpm synchronous motor speed. The evenness of the speed is obtained by a carefully calculated loading of the mechanism to keep the motor pulling constantly; by careful precision control of all drive alignments that might cause intermittent grab and release; by closely maintained tolerances in all moving parts.

The 33.3 rpm speed is translated into 78 rpm by a precision friction-ball-race stepup.

All Fairchild sound instruments are built to meet the increasingly important transcription requirements of the radio and communications fields. Descriptive and priority data are available. Address *New York Office:* 475 - 10th Avenue, New York 18; *Plant:* 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.

Fairchild CAMERA
AND INSTRUMENT CORPORATION

SOUND
EQUIPMENT

PERMANENT
Town-Farm Market
SOUTHERN MINNESOTA
NORTHERN IOWA

kglo
MASON CITY *Iowa*

YES, prosperity in the "Heartland" is based on a PERMANENT farming area where larger crops are being planted this Spring, and PERMANENT food processing industries employ thousands the year round. Absence of war-swollen population makes this market ideal for testing Post-War plans *now.*

"Heartland" folks are busy producing food for the world's bread basket, but are never too busy to listen to their favorite station, KGLO. Tell them about your products and services.

Use KGLO and WTAD
Quincy, Illinois
A Natural Combination

kglo
MASON CITY *Iowa*
1300 K.C. 5,000 Watts

CBS Affiliate
Weed & Company, Rep.

A Lee STATION

Lid Off Program Type Restrictions

(Continued from page 15)

ments, club meeting announcements or whatever. These controls are lifted completely.

Foreign language broadcasters need no longer require prior submission of scripts if they do not wish to do so.

Foreign language broadcasters need no longer check such scripts "against the broadcasts" (the provision which necessitated linguistic monitors).

Foreign language broadcasters need no longer retain linguistic censors.

Subject to Section I

They must remember, however, that all of their broadcast material is subject, as is that of English-language stations, to the full provisions of Section I of the Code, as amended by the Director.

In other words, there is no broadcast censorship beyond that which applies under the first section of the Code. Station operation, to this extent, returns to a pre-war basis. The Codes for the Press and the Broadcasters now, for the first time since Jan. 15, 1942, are alike.

Full text of the note to broadcasters follows:

The end of German resistance alters security requirements materially, although it by no means erases the need for, or importance of, voluntary censorship.

A new, shorter Code will be issued soon. Meantime, the present Code (Edition of December 1, 1943) is amended effective at once as shown below:

1 (a)—WEATHER—Eliminate.

1 (d)—DAMAGE BY ENEMY LAND OR SEA ATTACKS—Eliminate but note reference immediately following.

1 (e)—ACTION AT SEA—Eliminate and substitute following:

"Information about the sinking or damaging from war causes of war or merchant vessels in any waters; information about actual or impending enemy attacks on the continental United States."

1 (f)—ENEMY AIR ATTACK—Eliminate.

1 (j)—SABOTAGE—Eliminate.

1 (k)—PRODUCTION—Eliminate and substitute following:

"New or secret weapons, identity and location of plants making them; secret designs, formulas, processes or experiments connected with the war.

"Rate of production of materiel used in or for specialized military operations.

"Movement or transporation of war materiel."

1 (m)—WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS—Eliminate and substitute the following:

"Information as to arrival, movements, confinement or identity of military prisoners from war zones."

SECTION II, PROGRAMS—Eliminate in entirety.

SECTION III, FOREIGN LANGUAGE BROADCASTS—Eliminate in entirety.

With regard to foreign language programs, however, Broadcasters should remember that all provisions of the Code still in effect apply equally to all broadcasts including those in languages other than English. A vigilant check should be maintained over foreign language broadcasts at all times.

The identification and location of all American military units in Europe may be broadcast up to and including May 8, 1945, but their subsequent movements require appropriate authority under the Armed Forces section of the Code.

A continuance of the excellent cooperation received from the American Broadcasters since the war began is earnestly requested.

Byron Price
Director of Censorship

May 8, 1945

On May 9 Mr. Price issued the following note:

The Press and Broadcasters Codes are further amended, effective at once, to eliminate the words "information about the movements of the President of the U. S. (including advance notice of any place from which he will broadcast)", and substitute the following: "Advance information on routes, times, and methods of travel by the President."

The language eliminated occurs in the Broadcasters Code under 1 (p), and in the Press Code under the heading "General".

Canadian censorship regulations were slightly relaxed as a result of VE-Day. Broadcasters can now broadcast all weather news. Until VE-Day the Atlantic coast was still under weather news censorship. Certain Canadian European troop movements, naming units, can also be broadcast, and certain shipping movements may now be revealed. A censorship on current shipping news is to be continued for the present. A revision of Canadian censorship regulations will be issued soon in conjunction with the revised U. S. censorship code. Meanwhile radio stations are advised to contact their radio censors on broadcasting any news of which they are doubtful.

STROMBERG-CARLSON Co. has received the fourth white star on its Army-Navy "E" flag.

WBZ
Boston's most powerful station
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

•

2,450,000	Jewish speaking	persons
1,523,000	Italian speaking	persons
1,235,000	German speaking	persons
660,000	Polish speaking	persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

The Billboard
Cover Feature

"The No. 1 rating (43.6) for the No. 1 national program is delivered by *The Buffalo Evening News station* WBEN for Bob Hope."

"Bing Crosby, with a 22.9 nationally, gets *** 37.6 in Buffalo with WBEN. This is *second top* program for which WBEN is socking away solid listening tabs."

The Billboard—April 21, 1945.

Programs Better on Top Stations

● Thanks to The Billboard for telling the world that WBEN is TOPS. And thanks to Hope and Crosby for lining up those listeners. Here's the rest of the story;

NBC's *eleven* out of Hooper's
FIRST FIFTEEN

(C. E. Hooper Oct. 1944—Feb. 1945)

	32 city averages	*WBEN rating*
Bob Hope	31.0	43.6
Fibber McGee	27.7	35.9
Charlie McCarthy	24.3	31.7
Bing Crosby	22.4	37.6
Jack Benny	22.1	33.5
Joan Davis	21.7	28.6
Mr. District Attorney	21.2	24.0
Abbott and Costello	19.7	24.2
Hildegarde	19.6	Not measured
Eddie Cantor	18.2	22.7
Kay Kyser (1st half hour)	18.0	19.7

NBC

WBEN

THE BUFFALO EVENING NEWS STATION
BUFFALO 2, N. Y.

REPRESENTED NATIONALLY by
EDWARD PETRY & CO.

➡ Local programming on **WBEN** produces comparable high ratings for both national spot and local advertisers.

WBEN is more than a visitor in Western New York homes. WBEN is the family friend of thousands who rely upon this NBC affiliate for clean entertainment, sparkling shows and reliable news. And WBEN thanks these good people for their loyal support of a policy that makes it the most-talked-of as well as listened-to station in Western New York. WBEN *delivers* Public Service.

The Swing is to WHB in Kansas City

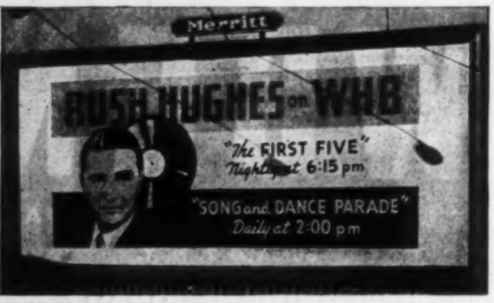
Meet KWK's Rush Hughes—

Heard Twice Daily on Kansas City's WHB

Out here in Missouri, where people have to be "shown", folks know a good thing when they see and *hear* it! That's why Rush Hughes, with his "Song and Dance Parade", has a 4.9 Hooperating, mornings in St. Louis ... and has already earned a 4.7 in Kansas City with the same type of show, afternoons. And he's getting more popular every week! They *like* him in Missouri ... and out in Kansas, too!

WHB exploited his programs with extensive"plug"announcements,and a *two-month showing* of 24-sheet posters throughout Greater Kansas City. In six months on the air over WHB Rush Hughes has become a "top name" throughout the Kansas City area, producing spectacular results for sponsors such as General Baking (Bond Bread). Let us tell you more about it, and about availabilities on these two WHB shows.

You'll *like* doing business with WHB, — "the-station-with-agency-point-of-view", where advertisers are *clients* who must get their money's worth in *results*. If you want to sell the Kansas City market, WHB is your *happy* medium


Merritt
RUSH HUGHES on WHB
"The FIRST FIVE" Nightly at 6:15 pm
"SONG and DANCE PARADE" Daily at 2:00 pm

For WHB Availabilities, 'Phone DON DAVIS
at any of these "SPOT SALES" offices:

KANSAS CITY . . . . . Scarritt Building . . . . . HArrison 1161
NEW YORK CITY . . . 400 Madison Avenue . . . ELdorado 5-5040
CHICAGO . . . . . 360 North Michigan . . . . . . FRAnklin 8520
HOLLYWOOD . . Hollywood Blvd. at Cosmo . . HOllywood 8318
SAN FRANCISCO . . . . . 5 Third Street . . . . . EXbrook 3558

WHB
KANSAS CITY
This is Mutual
1000 WATTS-880KC.

KEY STATION for the KANSAS STATE NETWORK
Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

KCMO Buys 160-Acre Site for Station, Farm

KCMO Kansas City has purchased a 160-acre tract north of the city where it plans to make a model farm as a background for radio facilities which will be built there provided the FCC grants its request for an increase in power to 50,000 w after the war.

The station filed a request for the increase from 5,000 w in November, 1941. Shortly thereafter increases in power were frozen.

KCMO points out in its request for the increase that there is no station of more than 5,000 w serving greater Kansas City although such cities as Tulsa, Oklahoma City, Des Moines and others have 50,000 w stations.

KCMO is applying for 50,000 w day and 10,000 w night on 810 kc in lieu of its present assignment on 1480 kc. Tom C. Evans and C. C. Payne, co-owners of the Crown Drug Co., and Lester Cox, KWTO Springfield, Mo., are each one-third owners of KCMO. E. K (Joe) Hastenbower is general manager.

WCMI to Join CBS

WCMI Ashland, Ky., 250 w on 1340 kc, will join CBS June 15. Station currently is a Mutual affiliate.

BOB HOPE, NBC comedian, is going overseas this summer to entertain service men. This will be his fourth overseas tour. The first was to the Aleutians, second Africa-Italy and third to the Pacific.

It brings RESULTS!

Whether spanking is an effective discipline has been questioned. There's no question about the efficacy of

WLAW

LAWRENCE, MASS.
Serving Industrial New England
5000 WATTS 680 Kc.

1,902,591 Residents of 181 Cities and Towns

NATIONAL REPRESENTATIVES: WEED & CO.

YOCUM LEAVES CBS; RETURNS TO KGHL

RESIGNATION of Edward Yocum as director of station relations of CBS Washington on May 5, to enable him to return to KGHL Billings, Mont. as general manager, was announced last week.

Mr. Yocum

Mr. Yocum, veteran broadcaster and for several years an NAB Board member, joined CBS Oct. 1, 1944, to assume the newly-created position of Washington station relations director under Earl H. Gammons, Washington director. He resigned as KGHL general manager to accept the CBS call. Mr. Yocum's former employers have consistently urged him to return and last week he acceded. He resigned as of May 5 and already has resumed KGHL direction. He had been with KGHL for nine years and before that was with KGEZ Kalispell and KLPM Minot, N. D.

Joseph H. Ream, CBS vice-president, said the Washington post would not be filled for the present. He expressed his regret at Mr. Yocum's departure and commended him for his work.

Associated Store Group Cited for Price Practices

ASSOCIATED Merchandising Corp., New York, and its 21 member department stores, large users of radio, last week were ordered by the Federal Trade Commission to discontinue "knowingly inducing or receiving any discrimination in price" on purchases from manufacturers or distributors in violation of the Robinson-Patman Act.

The Commission found that AMC was established by the stores as a means of acting collectively to obtain special allowances and discounts, and purchases about 25% of the merchandise handled by the members. Its operations were said to be discriminatory toward other department stores.

W
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LOUISVILLE

KLZ, KIRO, WDWS, WHCU Winners Of City College Broadcasting Awards

FIRST national awards of merit for the most effective creation of radio programs and promotion plans to be given by the College of the City of New York, covering the year 1944, were to be announced today by Dr. Harry N. Wright, CCNY President.

Winning exhibits, selected from many entries by broadcasters, agencies and program producers throughout the country, will be on display at the Conference on Radio and Business to be held at the college, May 22-23.

KLZ Denver, for its *Highlights of the Rockies*, receives an award for "the most effective institutional commercial radio program developed by a station". KIRO Seattle, with *Swap 'n' Shop*, wins an award for "the most effective direct-selling commercial program developed by a clear-channel station". WDWS Champaign, Ill., for its *Sorority Charm* series wins the award for the "most effective direct-selling commercial program developed by a local channel radio station". The program, *Let's Make a Dress*, wins for WHCU Ithaca the award for "the most effective radio program developed for the purpose of increasing the station's share of the local audience".

Hillman-Shane-Breyer, Los Angeles, for the *This Is My Story* series, receives the award for "the most effective radio program developed by an advertising agency". CBS' *Let's Pretend* program was judged the "most effective commercial program developed by a radio network". For *Calling All Girls*, the F. W. Ziv Co., Cincinnati, wins the award for the "most effective program developed by a transcription producer".

In the program promotion category, Arthur Kudner Co., New York, receives the award for "the most effective merchandising directly to the public" for its promotion of the General Motors *Symphony of the Air*. Merchandising done by N. W. Ayer & Son, New York, for *Report to the Nation* when it was sponsored by a number of electric companies, wins for this agency the award for "the most effective merchandising to and through a dealer or sponsor organization".

Promotion of *Food Fair* by WEEI Boston was rated the "most effective station promotion of a local program". WOWO Fort Wayne gets the network program promotion award for its work on *America's Town Meeting of the Air*. Award for the most effective promotion of a locally produced sponsored network program goes to WLW Cincinnati for its promotion of the *World's Front* while the promotion of WJR Detroit for its *Victory F.O.B.* wins the award for the best station promotion of a "locally produced, public service network program".

Honorable mentions go to KDAL Duluth for "an unusually effective program developed to increase the station's share of the local audience", with *Open House*; to WEAF New York for "unusually effective sales promotion of a local program," with *Mary Margaret McBride*; to WHAS Louisville for "an unusually effective commercial program, with *Renfro Valley Getherin'*; and to WTOP Washington for "an unusually effective sales promotion of a local program," for *Let's Learn Spanish*.

WLW
700 ON YOUR DIAL

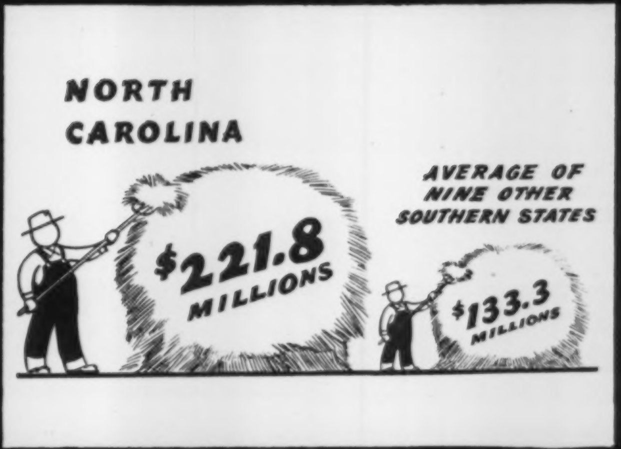
THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

MISHTER,
WE DON'T
HIT THE
BRANDY KEG
(Ky.)!

Or if we do, it's purely by in-
admert—inadvern—purely by acci-
dent. For WAVE's design is not
to waste power on every cross-
roads village and lonely farm in
the stony-broke backwoods, but to
cover the prosperous and populous
Louisville Trading Area with a
clear signal. This area does more
business and spends more money
than all the rest of the State *put*
together. She how straight we
shaid that?

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

NORTH CAROLINA
IS THE SOUTH'S
No. 1 AGRICULTURAL
STATE



WPTF
(CARRYING N.B.C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No. 1 SALESMAN

WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

WELL-DRESSED IOWA FARMER— (IN A PIG'S EYE!)

Farmer Bill's porkers *might* approve of this get-up . . . but any rural Iowan would know it's kinda queer.

Folks out here can spot a phoney "farm station" just as quickly as they'd recognize a play-boy farmer. When a station gives them perhaps one farm program a day, read in a suave Eastern accent, they don't tune in often.

But a full-time *farm station* gives out with farm news, information, and real live-talent—not jive-records. That's something different—that's what they get from KMA . . . and that's why KMA gets from them *twice* as much listener-mail as any other station in this great rural area.

Send for the story of the No. 1 Farm Station in the No. 1 Farm Market where the average farm income in 1943 was $7,672 (with 1944 estimated to have been 20% higher!)

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

Congress Action Against AFM Seen

(*Continued from page 17*)

pointed to an independent survey made for the NAB in 1939 in 112 cities which showed that in no city did as many as 45% of the members of the AFM claim to be musicians or teachers of music. The rest he said, were fully employed in over 250 different occupations ranging from fish graders to physicians.

Control of the AFM, Mr. Ryan continued, therefore rests with nonmusicians and since no one of the 700 locals can cast more than 10 votes regardless of the size of its membership a handful of members can outvote the concentration of professional musicians in the large cities. Although the New York local has one-seventh of the membership, he added, it has no representative on the union's international executive board.

Mr. Ryan testified that AFM quota demands on stations have no relation to safety, health, working conditions or any incident of employment. They are of no benefit to the station or the public and, he declared, "it is my firm conviction that these forced quotas are of no use to the union". If stations were free to select musical talent, he explained, they would find local performers to attract listeners and, ultimately, sponsors. As it is, he said, stations frequently have orchestras which serve no useful purpose and in some cases the stations do not require their appearance "but just mail out the checks".

KDKA Instance

Mr. Ryan outlined the history of the platter turner dispute, citing Petrillo's plan to provide 2,000 "make-work" jobs for such work which, he said, "is no more a full-time job for anyone than would be the placing of paper in a typewriter as separate from stenography". Since recordings are used at various times through the long broadcast day, Mr. Petrillo's figure, he added, is "conservative". Forced hiring of musicians as platter turners would be "completely ruinous" to the smaller stations, he said.

Mr. Ryan told the Committee that "one of the most striking instances" of the use of arbitrary action by the AFM has been the union ban on television which is "absolute". As a result, he said, "the entire progress of experimentation in certain aspects of the art is being delayed with resultant loss not only to broadcasters and members of the AFM but to the citizens of our country who expect to find employment in these new fields and to the great numbers of our citizens who will ultimately reap its benefits as the television audience".

The Committee also heard testimony from Mrs. Fletcher Hodges of the Junior League Club of Pittsburgh which has been writing scripts for *Children's Book Shop*, a weekly dramatized educational sustaining program broadcast until last February by KDKA. Mrs. Hodges said the League withdrew the program "on principle" when Mr. Petrillo required that a fee of $18 be paid whenever the program is produced on a transcription for reasons of convenience. She said the actors and musicians participating in the program were paid by the station but that nevertheless Mr. Petrillo wrote Joseph E. Baudino, KDKA general manager, that the AFM felt it would be unwise to make an exception to its policy of requiring fees on transcriptions.

Chairman Lea read into the record a communication from Joseph A. Padway, AFM counsel, declining to participate in its hearings of the bills before it.

Rep. Monroney's bill would outlaw royalties, forced quotas, standbys, "featherbedding", jurisdictional fights, and other abuses [BROADCASTING, Feb. 19]. In an article in *American Magazine*, issued last week, Mr. Monroney declares that Congress "must face, and face soon, whether a new, extraordinary power by union leaders will be permitted. I refer to the 'royalty' method, first adopted by Petrillo and now demanded by John L. Lewis . . ."

Referring to the Government's inability to handle Petrillo under existing laws, Mr. Moroney continues: "At present he can cripple the networks by refusing to permit them to serve stations which do not employ the number of musicians he demands. In many cases these employes are 'musicians' by courtesy only, but their dues go to swell Petrillo's union treasury. If his order is defied, the big-name bands, which are the lifeblood of the networks' trade, can be pulled out at a word from Petrillo. Thus is monopolistic control practiced today".

Petrillo Orders Movies To Blacklist Television

ORDER of James C. Petrillo to motion picture companies not to make musical sound pictures available for, television, is the latest move in the AFM chief's program to keep television without music as far as possible. Since his order of several months ago forbidding AFM members to appear before the television cameras at any price [BROADCASTING, Feb. 12], Mr. Petrillo has evinced no interest in discussing with television broadcasters ways and means for their employment of musicians.

If musical movies are taken away from television—and there seems little likelihood that any picture company will defy the musicians' edict for the benefit of a potential competitive medium—it will make a serious dent in video programming, leaving the stations dependent entirely upon records for their instrumental music.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

Selection of President Main Object of NAB Board Meeting

Full Agenda to Be Handled at Omaha May 16-17 Swelled by Annual Convention Cancellation

WITH SELECTION of an interim successor to J. Harold Ryan as president of the NAB as the primary order of business, the trade association's board meeting in Omaha May 16-17 will handle a full agenda, swelled by the cancellation of the annual convention of the association because of war restrictions.

The committee to select the president, headed by G. Richard Shafto, WIS Columbia, S. C., already has concluded tentatively that it will not recommend a permanent president at this time, because a number of the best prospects are in war service and are loath to consider non-government assignments. Instead, the committee will propose that Mr. Ryan be succeeded by another broadcaster on an interim basis, to serve until final victory [BROADCASTING, April 30].

Might Be From Committee

Who that person might be was in doubt, though it was thought he might well be selected from among the six-man committee itself. In addition to Messrs. Ryan and Shafto, the committee comprises Don S. Elias, WWNC Asheville; James D. Shouse, WLW Cincinnati; Paul W. Morency, .WTIC Hartford, and John J. Gillin Jr., WOW Omaha.

All save three of the board's membership of 26 are expected to be present in Omaha. William B. Ryan, KFI Los Angeles, will be absent because of duties incident to the San Francisco Security Conference. Mr. Elias may not attend because of recent minor surgery. F. M. Russell, NBC Washington vice-president, confined to a sickbed by recurrence of a respiratory attack, was not expected to be well enough to attend.

It is expected Mr. Ryan, whose term expires July 1 and who then proposes to return to his vice-presidency of the Fort Industry Co. stations, will accede to a request that he remain an additional month or so to break in his successor. The board made a definite commitment to Mr. Ryan when he assumed the presidency April a year ago that he would not be detained beyond July 1.

Immediate hopes for a convention or annual meeting this year of the full membership were blasted last week after V-E Day when the Office of Defense Transportation asserted the travel ban would remain in force. Should conditions improve, however, it is entirely possible that a meeting will be set later in the year—anytime before 1945 rings out.

The NAB membership is at an alltime high, totaling 704. Of these, 655 are active station members and 39 associates. Of the aggregate, 634 are standard stations, 16 FM, 2 network, 1 television and the balance associates. Since last February, 15 additional members have been admitted. In 1940 the membership totaled 422, as against the current 704.

Highlighting the two-day meeting will be such matters as revision of NAB by-laws, miscellaneous in character; appraisal of the Broadcast Measurement Bureau, with Hugh Feltis, president, to present the report and with Glenn Bannerman, president of the Canadian Assn. of Broadcasters, to relate his organization's experiences; proposal for an Academy of Radio Arts and Sciences; consideration of the proposed new NAB-AAAA standard form of contract; agency recognition procedures; audience measurement developments, and retail sales progress report, based on the San Antonio experiment at Joske's.

In the labor field, the board will consider recommendations dealing with proposed enlargement of its labor relations bureau, which would swell the budget to a figure of possibly $60,000 to $75,000 a year. General activities relating to employe-employer relations will be covered.

The FCC's new policy on license renewals, as well as other trends in regulation, are on the agenda, along with proposals on revision of office forms and practices, industry research, radio set standards and other matters which have been perennials on its agenda.

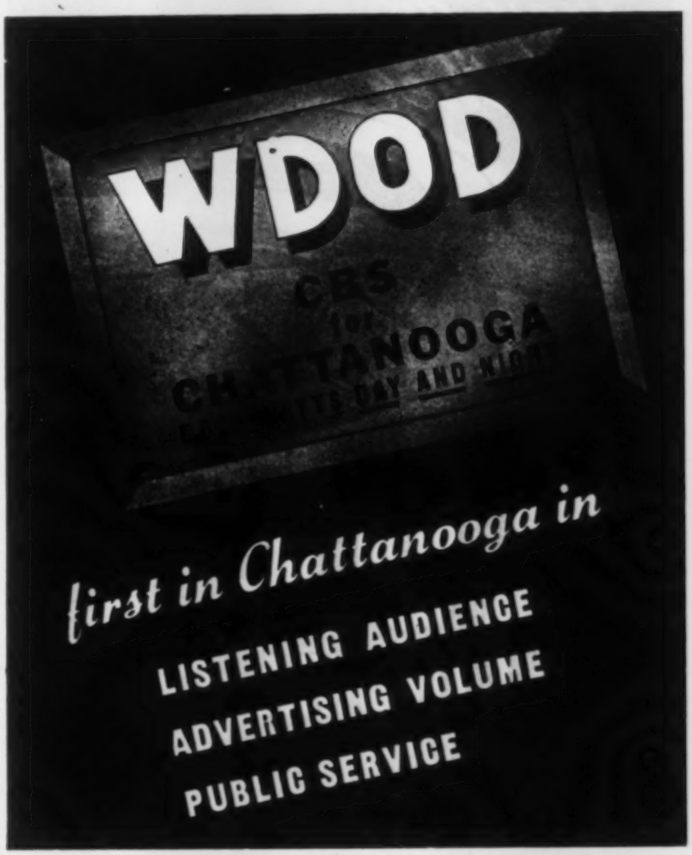
HESTEN & ANDERSON Co., Fairfield, Ia., maker of Hobby tools, plans to enter radio for the first time using spot announcements in five markets. Scheduled to start within a few weeks, spots will be used in Des Moines, Hartford, Chicago, Minneapolis and New York. Agency is Dudley Rollinson Co., New York.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • BROADCASTING HOUSE, Halifax, Nova Scotia
or
Joe Weed, New York City

c. e. hooper, inc. says that in augusta, georgia, WGAC has 64% of the audience in the morning, 57.7% in the afternoon. some WGAC daytime shows have ratings over 18.0. one local favorite takes an 84% share of the audience. hooper shows WGAC to have a daytime average of 56% more listeners in augusta than all other stations combined. nighttime performance equally amazing on the super hooper blue net station in augusta, georgia, WGAC.



Thorough PITTSBURGH Coverage
. . . plus thorough cooperation

CO-OPERATION
I HIT THE BALL AND FOLLOW THROUGH
KQV
PITTSBURGH COVERAGE

ALLEGHENY BROADCASTING CORP.
National Representatives: SPOT SALES, INC.

They go together

KOCY
OKLAHOMA CITY
A MUTUAL STATION · Ask the Walker Co.

Radio Girds for V-J Day

(*Continued from page 16*)

band all those who contributed to the victory.

From San Francisco, Conference delegates spoke to the nation and the world; Congressmen and Senators were heard from Washington; crowd scenes were described from Times Square; typical families, soldiers, sailors and marines . . . all aired their personal reactions and tributes on the most consistent series of radio programs yet known.

Network Interviews

Roy Porter, NBC Paris correspondent, interviewed Margaret Ecker of Canadian Press, only woman present at the surrender. From a Boeing B-29 plant in Seattle, CBS Correspondent Norman Runions of KIRO interviewed three aircraft workers. Mutual broadcast V-E Day's effect on an Army post from Ft. Sheridan, Ill., and the Blue described reactions of an American family in Cleveland.

At 3 p.m. King George VI was heard on four networks followed by Secretary of State Stettinius and other foreign ministers speaking from San Francisco.

At 6:01 p.m., NBC observed one minute of silence, commemorating the end of the war in Europe.

Networks observed their usual closing hours.

For one full hour after the President's announcement, OWI took over all shortwave facilities on the East Coast, beaming the news to Europe and Africa in four languages. Armed Forces Radio Service doubled its usual operation schedule, feeding network programs as normally but also sending news to the Army Communications Service point-to-point system of the Army Signal Corps. A special transcribed program, starring Hollywood and theater celebrities who have previously participated in AFRS programs, was sent out by AFRS from Hollywood.

England's Reaction

BBC, beaming from Britain to the U. S., sent Churchill's address and followed it by on-the-scene interviews with American servicemen. BBC also sent a color description of London's reaction, the King's speech and comments by outstanding United Nations leaders.

Unconfirmed surrender report by the Associated Press on May 7 brought on one of the most hectic days in radio history. News commentators, inclined to be skeptical after the AP fiasco of April 28, again confronted a major problem in news handling. Program directors contended with an on-again off-again situation, with their regular broadcasts first cancelled and later reinstated.

Radio generally followed a cautious policy on the Edward Kennedy bulletin, but networks kept up running coverage of national reaction to what became almost immediately the public's V-E Day. CBS and NBC canceled most morning commercial programs, but MBS and the Blue, by and large, retained their sponsored broadcasts.

First on the air with the flash was Blue, which the week before had given most network play to the AP bulletin from San Francisco. Broadcasting the surrender report at 9:35:30 a.m., Blue beat its nearest competitor, CBS, by only 20 seconds. Throughout the morning, Blue repeatedly warned listeners of the story's unofficial status. At 11:21 a.m., the network broke into *Breakfast in Hollywood* with SHAEF's "no authorization" statement.

CBS Analyst Robert Trout read the Kennedy bulletin at 9:35:50 and CBS promptly went all out in its coverage. CBS resumed normal operations at 2:30 p.m. At 11:31 Mr. Trout read a statement by ABSIE which supported AP's story and seven minutes later, he told of the conflicting statements by ABSIE and SHAEF.

Murrow Explains

In a special CBS broadcast from London at noon, Edward R. Murrow said, "Both President Truman and Prime Minister Churchill were prepared to make the official statement about a minute or two ago. But Marshal Stalin has not agreed . . ."

After its 9:37 broadcast of the AP story, NBC started bringing in domestic and foreign correspondents for possible clarification and local reaction to the report. Between newscasts the network aired musical programs, resuming normal operations at 12:58 p.m. NBC's news and special events department had crews stationed at various key points in New York and a mobile transmitter ready for use in the event of official announcement of V-E Day.

WNBT, NBC New York tele-

ON THE LOOK-OUT FOR MORE IDAHO SALES!

KSEI
POCATELLO · IDAHO

Fish

MAKE POOR CUSTOMERS!

Demosthenes practiced his speeches to the ocean.

Don't broadcast your sales message to the ocean!

Use:

Baltimore's Listening Habit

WCBM

The Blue Network Outlet

John Elmer
President

George H. Roeder
General Manager

FREE & PETERS, INC.
Exclusive National Representatives

WMBG SERVING RICHMOND AND VIRGINIA
FROM THE CAPITAL OF THE OLD DOMINION

RICHMOND LOCATED MIDWAY BETWEEN THE NORTH AND THE SOUTH

Had 35,550 Wage Earners in Industrial Plants in 1944 Producing Goods Whose Values Exceeded $917,000,000.

In this Major Market

USE **WMBG**

NBC IN RICHMOND, VA.

5000 WATTS

Bill Stern
Dinah Shore
Bing Crosby
Jack Benny
Bob Hope
Fibber McGee and Molly

REPRESENTED BY JOHN BLAIR & CO

vision station, broadcast scenes of Times Square crowds celebrating, with Steve Ellis announcing the field pickup.

Mutual began its operation day an hour-and-three-quarters earlier than usual, with Birger Jacobsen speaking from Stockholm describing the announcement of surrender by Doenitz. The morning was filled with special broadcasts, newscasts from various points in and out of the States, and several "color" programs giving local reaction. MBS went back to its normal schedule at 1:45 p.m.

WOR New York threw aside its regular program schedule, devoting the entire morning up to 1:40 p.m. to special newscasts and broadcasts centering around the surrender report. Other New York stations generally observed their normal schedules except for addition of extra newscasts.

West Coast Ceremonies

From Hollywood, CBS brought in *Road to Victory*, produced by Charles Vanda, and *Free Men Have Done It Again*, written and produced by Norman Corwin. These were broadcast 8-10 p.m. (EWT).

NBC western division put on a program featuring ambassadors at the United Nations Conference, San Francisco, as well as a show from Oceanside, Cal. military camp during which Bob Hope interviewed G.I.'s. The San Fernando Mission bells rang out on the NBC program of historic bells across the country. Similar programs ranging from five to fifteen minutes were fed to the networks throughout the day.

Mutual-Don Lee had a half-hour montage broadcast, *Man Fights for Liberty*, which originated from Hollywood. Cross-country pickups on *Main Street, USA* culminated in a man-in-the-street interview from Hollywood and Vine. Policy of Don Lee, regional net, included substitution of OWI or V-E Day or War Bond copy for spot announcements, except where sponsors had already submitted copy in keeping with the day. Program on United Nations Conference delegates' reaction was fed to the network via KFRC San Francisco outlet.

Blue maintained a nearly normal broadcast schedule with 30-second news inserts preceding each program.

Canadian Observance

Canadian stations cancelled most commercial programs on V-E Day, featuring special broadcasts, prepared some time ago. The Canadian Broadcasting Corp. featured special programs from the moment the official announcement in Europe was made that Germany had surrendered. Arrangements had been made in advance to broadcast reaction of the news at various points across the Dominion, and special features were also aired from Ottawa, London, Washington and San Francisco. Special dramatic and musical programs were broadcast.

CBS V-E Show Hit

NORMAN CORWIN'S special V-E Day drama, *On a Note of Triumph*, first aired on CBS 9-10 p.m., EWT, May 8, evoked such phenomenal audience reaction that the network rebroadcast the entire program Sunday, 11-12 p.m. EWT, from Hollywood. Last summer, when the Allies broke through in France, Mr. Corwin dropped his work on the *Columbia Presents Corwin* series to devote full time to preparation of the V-E Day story. Martin Gabel narrated, with Lud Gluskin conducting the orchestra in music written by Bernard Herrmann, CBS Symphonic conductor.

V-E Day was video day for television set-owners in the New York-Schenectady - Philadelphia area when a 14-hour sight-and-sound program, television's most ambitious effort to date, presented by NBC, under the supervision of John F. Royal, vice-president, was broadcast by WNBT New York and sent over the country's first television network to WRGB Schenectady and WPTZ Philadelphia.

Starting at 8:54 a.m. with President Truman's announcement that the war in Europe had ended and highlighted by the first television appearance of Mrs. Eleanor Roosevelt, who warned civilians against apathy and war-weariness, the program concluded with a filmed performance of Verdi's "Hymn to the Nations" by the NBC Symphony Orchestra conducted by Toscanini.

WCBW Program

The CBS video station, WCBW New York, put on a two-hour evening program, prepared for V-E Day under the supervision of Gilbert Seldes, director of CBS television programs. Arthur Godfrey, Allan Jackson, John Reed King, Dwight Cooke and Ruth Woodner reported late news and interviewed American and foreign servicemen and correspondents. A summary of the war, including "what we have destroyed", "what it cost" and "what remains to be done", utilized still and motion pictures, animations, maps and charts, prepared by Harry Cassirer, video news and picture editor, was presented by Mr. Cassirer, Mr. Jackson and Mr. Cooke.

Films made Monday and Tuesday by RKO Television in the newsroom and executive offices of Blue, depicting the activity of covering such a major news event as V-E Day, were a feature of a two-hour video program presented by the network in cooperation with WABD, DuMont station in New York, which telecast it from 8-10 p.m. Tuesday evening. Chester L. LaRoche, vice-chairman of Blue, Mark Woods, president, and

First
CHOICE
OF
NEWSPAPERS

The Evening Star
Times Herald
The News
The Washington Post

In 1944 WRC was the only station used by all four Washington newspapers. WRC still has the largest total appropriation.

FIRST in WASHINGTON
WRC
NBC
Represented by NBC SPOT SALES

Thomas Velotta, acting director of news, were filmed.

Second half of the Blue telecast, which was supervised by Paul B. Mowrey, manager of the network's television division, consisted of interviews with a representative of every liberated nation in Europe, arranged in cooperation with OWI, and films of the European and Pacific wars.

Typical V-E Day coverage for individual stations follows:

WOR New York stayed fairly close to Mutual with exception of a special V-E Day religious broadcast by outstanding churchmen of all faiths. WOR also carried the official New York City V-E Day celebration direct from Central Park Mall and then at 8:15 p.m. carried a rebroadcast of the speeches made by President Truman and Prime Minister Churchill.

In Washington WRC supplemented NBC coverage by presenting a warmup broadcast from outside the White House gates prior to President Truman's Peace Proclamation. This was followed by color and reaction pickups from Capitol Hill, direct reports from the Army and Navy and man-on-the-street pickups.

WWDC broadcast from the UP Radio and Washington City News Service newsroom.

WOL keynote was one of thanksgiving. Local programs included a religious broadcast from Washington Cathedral, a description of turning on the Capitol Dome lights for the first time since Pearl Harbor and interviews with Government workers.

In Hartford, Conn., WTIC broadcast a program featuring Gov. Raymond E. Baldwin, representatives of the Protestant, Jewish and Catholic faiths and a choir of 200 mixed voices. In addition WTIC had its mobile unit on the streets picking up interviews. WDRC also carried Gov. Baldwin's victory talk and two talks by Mayor Mortensen. Street broadcasts aired the views of the citizens, while local and state news reaction was carried from the newsroom of the Hartford Courant. WHTD augmented its coverage with a special bulletin board in front of the studios.

THIS IS IT—the V-E Day control booth and the men who set it up and operated it, piloting the military messages from all over the world through to the networks and shortwave transmitters beamed to Latin America and overseas. Left to right they are Lt. Col. Francis H. Menagh, radio engineer, Army Communications Service; Col. Carl Hatch, assistant chief, ACS; Maj. Gen. Frank E. Stoner, chief of ACS; Maj. Albert Wharfield, overseas liaison officer, Radio Branch, BPR.

Special V-E Day broadcasts carried by WTAG Worcester, Mass., included a show in which a returned veteran, a war worker and a nurse's aid gave reactions to victory in Europe. Messages also were broadcast by representatives of the leading faiths and by Mayor Bennett as well as other civic leaders.

Lines to the newsroom of the Christian Science Monitor were installed by WCOP Boston and most of the local news coverage originated there during V-E Day. Other coverage featured a program from the Boston Blood Bank, broadcasts of special religious messages, a talk by Gov. Tobin of Massachusetts, the Mayor of Boston, Senators Walsh and Saltonstall and from prominent service personnel. WEEI carried an exclusive broadcast of the official V-E Day ceremonies for the Commonwealth of Massachusetts direct from the State House.

Detroit listeners heard a broadcast, carried by all stations and arranged by Army Public Relations, on which wounded veterans of the Pacific War told about the necessity of continuing full production. Veterans also were taken on a tour of Detroit radio stations by S/Sgt. Art Sutton, former Detroit producer and newscaster.

V-E Day coverage by WGAR Cleveland included an exclusive broadcast by Gov. Frank Lausche direct from Columbus. The city was extremely subdued, but hungry for information as evidenced by the large crowds that gathered around the WGAR mobile unit while man-on-the-street broadcasts were being carried.

WGN Chicago aired a broadcast from the Medinah Temple with Gov. Dwight H. Green of Illinois, Col. R. R. McCormack, editor and publisher of the Chicago Tribune, the Most Rev. Samuel A. Stritch, archbishop of Chicago, Rabbi Jacob Singer of Temple Mizpah, Rt. Rev. Adalbert R. Kretzman, pastor of Evangelical Church of St. Luke, participating. The WGN Symphony Orchestra provided the music. WGN also broadcast interviews with V-E Day celebrants from State St. and service canteens.

Reaction was covered on WMAQ by Alex Drier and Clifton Utley. On-the-street programs were broadcast from State & Madison Sts. with Don Elder and Gregg Donovan interviewing civilians and servicemen. Gov. Green's victory proclamation was carried and WMAQ added to its coverage by feeding programs to the State St. Council public address system.

WBBM carried a special reaction broadcast from the Kankakee Ordnance Works. George Watson, WBBM announcer, interviewed the officers and crew of a Coast Guard ship enroute from the European Theater to the Pacific.

WIND featured consuls of Britain, China, France and Russia as well as Mayor Kelly and Gov. Green, in a special broadcast. Station also carried a program specially written by the Northwestern Playshop members, revealing the students' reaction to V-E Day news.

WJJD broadcast a two-hour produc-

IOWA
ILL.
WTAD
MISSOURI
QUINCY

EFFECTIVE
Merchandising
Service

A COMPETENT, well-trained Merchandising Staff is "At Your Service" to promote your program and products. They do it with personal letters to dealers, calls on key jobbers, courtesy announcements and newspaper space.

WTAD-Advertised products take the lead in this rich farming and industrial market because WTAD is the station with *more listeners* than all other stations in the area combined, according to Hooper Station Listings, Fall, 1944.

Use WTAD and KGLO
Mason City, Iowa
A Natural Combination

WTAD
QUINCY—Illinois
930 K.C. 1,000 Watts
CBS Affiliate
The Katz Agency, Rep.
A Lee STATION

Magnetic Wire Recording

Wire Recordings from General Electric Models 50, 50A, 51 Rerecorded to Discs.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

KOIN

It takes an informed community to do a community job.

PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

tion "Prayer of Permanent Peace" highlighting by local religious leaders.

In St. Louis KXOK canceled all regularly-scheduled programs to bring its listeners statements from Gov. Phil M. Donnelly of Missouri, Gov. Green of Illinois, and Mayor Aloys P. Kaufmann of St. Louis as well as special V-E Day services from the Soldiers Memorial and Christ Church Cathedral.

WIL, an independent, through a prearrangement with KWK, was able to carry nearly every Mutual pickup that day including the 5-Star speeches, Fulton Lewis jr.'s Congressional interviews and the United Nations' talks from San Francisco.

Commercials Canceled

All commercials were canceled by WPTF Raleigh and the local coverage of V-E Day included speeches by Gov. R. Gregg Cherry, Josephus Daniels and prominent members of the Raleigh Ministerial Assn. A special Coast Guard program was aired late in the day, including a transcribed speech by the late President Roosevelt,

In Philadelphia WFIL used 20 journalism students from Temple U. to report local color. WFIL news personnel handled world news from the studios and broadcasts from strategic points in Philadelphia, while the Temple students were assigned to posts throughout the city to report neighborhood reaction and color.

WRVA Richmond, Va., broadcast special thanskgiving services and messages such as the Interfaith V-E Day program representing the three major faiths. Later, returned veterans from McGuire General Hospital were heard, followed by a program from the Norfolk studios of WRVA utilizing talent from the Amphibious Flotillas. Special ceremonies were picked up from Camp Lee, the windup being a united service of thanksgiving for people of all faiths from the First Baptist Church in Richmond.

V-E Day caused KDYL Salt Lake City to cancel all commercials for 10 hours, to present a series of programs reflecting Salt Lake and Utah reaction. One of the highlights was a religious service featuring representative church leaders. KDYL also kept a long list of business and civic leaders informed of the developments by telephone. Other specials included a man-on-the-street, and a remote from the Union Pacific roundhouse, as well as statements from the American Legion Post Commanders, the Veterans of Foreign Wars and a proclamation from Gov. Herbert B. Maw.

In Denver KLZ carried considerable network, but presented a series of previously transcribed programs featuring a roundup of prominent citizens of Colorado. All commercials with the exception of news were canceled Tuesday.

Network was the backbone of WWL programming, although it carried a Naval ceremony from the Federal Building in New Orleans, a broadcast from the study of Archbishop Rummel of the Archdiocese of New Orleans, who conducted a V-E Day religious program assisted by the Schola Cantorum. Jill Jackson and John Kent interviewed men and women on the streets. Vice-consuls of the various United Nations represented in New Orleans also were heard. Another feature was a program direct from the production line of Consolidated Vultee Aircraft.

KMPC Hollwood revamped scripts on some sponsored programs, limited commercial copy to sponsor identification, and canceled spot announcements. As special feature presented 15-minute V-E Day Program of Prayer.

KMTR Hollywood in several instances canceled regular commercial shows, with specially prepared programs both live and transcribed, inserted in normal schedule.

KFAC Los Angeles continued its regular broadcast schedule with V-E Day scripts previously submitted by sponsor or agency handling commercial programs.

KFWB Hollywood identified sponsors but dropped commercial shows for program features varying from one-minute prayers to rebroadcasts of former important programs pertaining to war's progress. Utilizing facilities of its hookup with KYA San Francisco for United Nations Conference, station also presented man-on-the-street interviews from that city.

KECA Los Angeles, Blue affiliate, set aside its local programming to pick up network special features during the day and in addition revised commercial announcements to fit the occasion.

KFI Los Angeles, NBC affiliate, suspended all local programming until 4:15 p.m. (PWT) after which it released only sponsor credit and announcements pointed towards significance of V-E Day.

KPAS Pasadena, Cal., through facilities of Universal Broadcasting Co., presented V-E Day reactions at United Nations Conference.

KWKW Pasadena, Cal., programmed OWI V-E Day announcements and via remote broadcasts from Victory House in front of Pasadena (Cal.) Post Office and from Alhambra (Cal.) Theatre interviewed public officials of these two cities.

INSTITUTE for American Democracy, New York, following a series of tests on several stations, is preparing to extend to a larger group a special project calling for presentation of Institute radio scripts by local personages.

HOOPER RELEASES RATINGS ON V-E DAY

DAYTIME listening increased more than 100% over normal on Monday and Tuesday of last week, according to a special survey conducted by C. E. Hooper Inc. for NBC. Sets-in-use figures for Monday, May 7, beginning at 11 a.m. and running to 6 p.m. averaged 33.1, up 113% from the 14.7 average for the same hours of Monday, April 9. Tuesday, May 8, daytime listening from 8 a.m. to 6 p.m. averaged 33.1, up 127% from the 14.6 average of April 10.

Evening listening, 6-10:30 p.m., averaged 38.2 on Monday, up 16% from the 32.9 average for Monday evening, April 16, and Tuesday evening averaged 34.2, up 10% from the evening sets-in-use average of 31.2 for Tuesday, April 17.

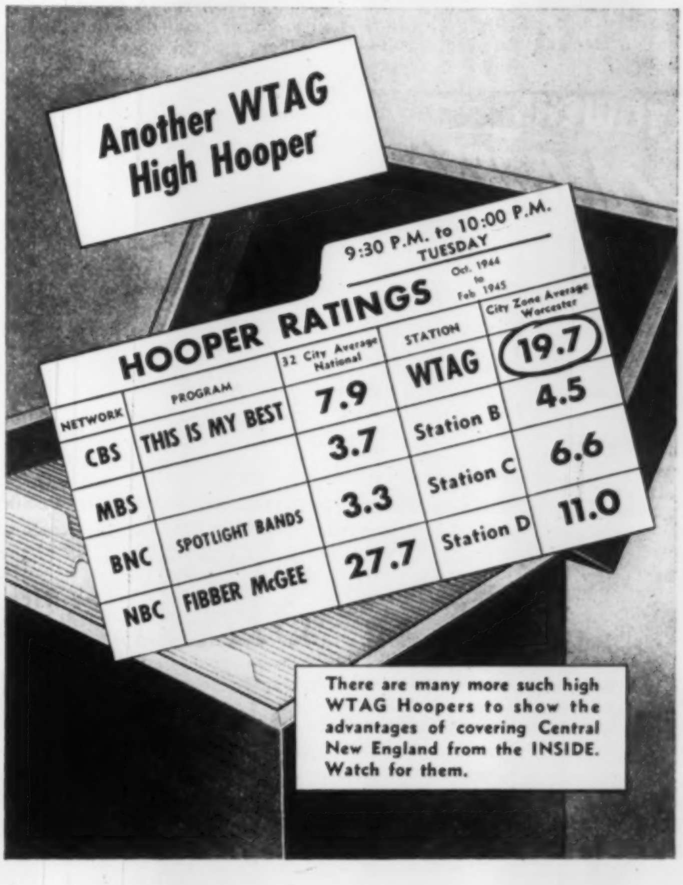
Peak listening half-hour of the two-day period was 9-9:30 a.m. Tuesday, when 63.1% of the nation's sets were in use to bring to the public the V-E Day announcement of President Truman, a figure 389% higher than the 12.9 sets-in-use figure for the same half-hour of Tuesday, April 10.

KOA Denver held its annual "NBC Ten-Year Club Day" dinner Friday. E. L. Raeke, of the transmitter staff, became the fourteenth member of the club.

Free Speech MIKE

FIRST in NEWS SPORTS MUSIC

KMPC
LOS ANGELES
710 Kc.-10000 WATTS
THE WEST'S GREATEST INDEPENDENT
National Sales Representative • Paul H. Raymer Company


Another WTAG High Hooper

HOOPER RATINGS
9:30 P.M. to 10:00 P.M. TUESDAY
Oct. 1944 to Feb 1945

NETWORK	PROGRAM	32 City Average National	STATION	City Zone Average Worcester
CBS	THIS IS MY BEST	7.9	WTAG	19.7
		3.7	Station B	4.5
MBS		3.3	Station C	6.6
BNC	SPOTLIGHT BANDS	27.7	Station D	11.0
NBC	FIBBER McGEE			

There are many more such high WTAG Hoopers to show the advantages of covering Central New England from the INSIDE. Watch for them.

PAUL H. RAYMER CO. National Sales Representatives
WTAG WTAG-FM WORCESTER
BASIC CBS
580 KC 5000 Watts
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

PROGRAMS
(By NBC)

plus

POWER
(5000 Watts)

plus

POSITION
(600 Kc.)

equal

POPULARITY PLUS!

WSJS
WINSTON-SALEM

NBC

5000 Watts
600 on the Dial

★

Represented by
HEADLEY-REED COMPANY

WHBQ

Your MUTUAL Friend

E. A. ALBURTY, Gen. Mgr.

Memphis, Tennessee

Now Available
Top ranking show with
a known audience
5.1
Says Oct.-Feb. Hooper
THE JOE MANUEL SHOW
Mon. thru Sat. 11:45 am
For low talent cost call
WHBQ or Rambeau

REPRESENTED BY RAMBEAU
HOLLYWOOD • CHICAGO • NEW YORK

Equipment Needed In Pacific Area

Somervell Says Electronics Production Must Be Upped

GREATLY INCREASED production in electronics, especially in radio relay units and radar equipment, is scheduled by the Army for the Pacific operations, Gen. Brehon Somervell, Commanding General, Army Service Forces, announced in a press conference last Wednesday. Because of the great difference in terrain and atmosphere between the European and the Pacific theaters, some changes in equipment now in production may also be expected.

Problems Different

The problems presented by our "one-front" war now in the Pacific are vastly different from those encountered in Europe, the general stressed. For instance, "In England," he stated, "we had . . . communications systems, all ready made. In Manila . . . the only electrical supply comes from a small power plant amid the wreckage of a brewery; the climate is tropical and practically everything that our Army will need must be built from scratch."

He pointed out that "communications nets must . . . be constructed from the ground up." This will mean a demand for radio transmitters located at strategic points to carry the tremendous job of relaying messages throughout the Pacific theaters, he said, adding that there will also be a greatly increased need for communications wire, radar sets, direction finding receivers used in weather forecasting.

A specially prepared ASF chart showing estimated percentage of recovery of equipment from the now inactive theaters shows that the Army expects to salvage 65% of Signal Corps equipment for transfer to the Pacific. Broken down into individual Signal Corps items, however, there is a wide variation in salvageable units. While only about 10% of communications wire will still be usable, Gen. Somervell estimated that 90% of the radar equipment can be brought back for use in the Pacific.

Changes in equipment will doubtless entail moisture-proofing, a process already put to use by the Signal Corps and manufacturers in past production for the Pacific.

Adm. Miller Named

Adm. Miller

REAR ADM. HAROLD B. MILLER, USN, has been named chief of Navy Public Relations, replacing Rear Adm. Aaron S. Merrill, USN, who has been assigned sea duty. Adm. Miller, as public relations officer on the staff of the Commander in Chief, Pacific Fleet, was largely responsible for the Navy transmitters erected on Guam for radio coverage of Pacific operations. For his "outstanding services" in this position, he was awarded a Gold Star on the Legion of Merit which he had received while on the staff of the Commander, Support Force, Atlantic Fleet. He is a graduate of the U. S. Naval Academy, was onetime Naval Attache for Air and Assistant Naval Attache at the American Embassy in London, and has been active in naval aviation.

12-10 for Kennedy

VOTE of the Chicago Radio Management Club on the ethics of the filing of the surrender story by AP's Edward Kennedy revealed 12 for, 10 against him, with one member holding out on "insufficient information". Discussion followed regular luncheon meeting of the club in Chicago last Wednesday.

No Conventions

HOPES of a 1945 NAB convention were shattered last week by Col. J. Monroe Johnson, Director, Office of Defense Transportation, in a statement declaring that the next 12-15 months "will be the most critical period in the history of American transportation". Calling attention to the present travel ban which remains in force, Mr. Johnson said: "No plans should be made for group meetings, conventions and trade shows which come within the scope of the convention ban. The War Committee on Conventions will still scrutinize borderline cases."

WSSV Takes Air in Time For V-E Day Programs

WITH impressive dedicatory ceremonies, WSSV Petersburg, Va., went on the air last Monday with 250 w power on 1240 kc in time to give the listeners man-on-the-street reactions to the news of V-E Day. Change of call letters from WBHD was approved by the FCC. The station had conducted a contest for the winning slogan, "We Serve Southside Virginia".

An estimated 900 visitors filed through the station's remodeled quarters. Staff includes: Cy Newman, program director; Mrs. Ruby Grant Dougan, commercial manager; Ed Schwarz, chief engineer; Milton Firth, Bob Arnold, Helen Jean Pepper, announcers; Mrs. Nell Andrews, office manager; Allen Jones, assistant engineer. Station is owned by Louis H. Peterson, president, and Jonas Weiland, vice-president.

IT'S WINCHARGER TOWERS
From MAINE to CALIFORNIA
ARMY
E
NAVY
Bonds for VICTORY
Makers of
WINCHARGER
FARM ELECTRIC SYSTEMS
WINCO DYNAMOTORS
WINCHARGER VERTICAL RADIATORS

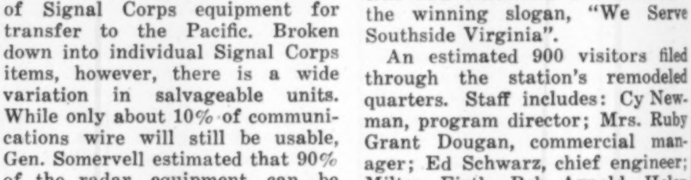
Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Slender . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.

Write or Wire for Complete Information.

IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES

WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS

WINCHARGER CORPORATION SIOUX CITY, IOWA



SELL The Rich, Central Missouri Valley

KBON OMAHA

Concentrated Coverage
Low Rates
Promotion Helps

. . . in a market equal to half the people, two-thirds the buying power of the entire state of Nebraska.

General Manager, PAUL R. FRY
National Representatives, SPOT SALES, Inc

BOB HOPE FAVORITE ON PACIFIC COAST

BOB HOPE is the favorite program of Pacific Coast listeners, according to the March-April report of C. E. Hooper Inc. on West Coast listening, with *Fibber McGee & Molly* second and *Great Gildersleeve* third.

Report shows an average evening audience rating of 9.7, down 0.5 from the last report but up 0.4 from a year ago. Average evening sets-in-use was 34.2, down 1.4 from the last report, up 1.4 from a year ago. Average evening available audience was 77.6, down 0.7 from the last report, up 0.3 from a year ago.

Average daytime audience rating was 4.2, up 0.1 from the last report and up 0.1 from a year ago. Daytime sets-in-use averaged 15.9, same as last report, up 1.2 from a year ago. Average daytime available audience was 67.3, down 0.8 from last report, up 0.7 from a year ago.

Following the three leaders, the first 15 programs, in descending order, were: *Screen Guild Players*, Fannie Brice, *Charlie McCarthy*, *Abbott & Costello*, Hildegarde, Walter Winchell, *Mr. District Attorney*, *Radio Theater*, *Aldrich Family*, Eddie Bracken, *Duffy's Tavern*, Jack Benny.

Shea Back with WE

TIMOTHY E. SHEA, formerly chief engineer of the Electrical Research Products Division of Western Electric Co., has returned to the firm after four years' service as director of research for Columbia U. Division of War Research, which is under the National Defense Research Committee. Mr. Shea will be superintendent in charge of manufacturing engineering at the Western Electric vacuum tube shop in New York City.

Boy for Dennys

CHARLES R. DENNY, FCC Commissioner, and Mrs. Denny are the parents of a 7 lb. 2 oz. boy born last Wednesday. The Dennys have two other children, both girls.

U.S. Drops Charges In XELO Mail Case

Defendants Agree to Cease Alleged Defraud Schemes

AFTER agreeing to discontinue any "alleged schemes" to defraud, or obtain "money by means of false pretenses and representations, . . . using the mails of the United States in furtherance of such scheme and artifice" and to cease broadcasting any sort of "spook program", W. E. Branch, operator of the Mexican border station XELO Juarez, and three co-defendants had charges against them of using the mails to defraud dropped by the U. S. Government.

Charges were instituted [BROADCASTING, April 9] because of the "psychology" broadcasts of one of the defendants, "Margo" Porter, who offered to send listeners a booklet plus the answers to three questions for a dollar. The Post Office Dept. charged that the booklet was non-existent. Other defendants were Mr. Branch's wife, Lois, and Margo's assistant, Jean Nichols. The four were arrested in El Paso, XELO's U. S. headquarters and mailing address.

Four Sign Statement

The sworn statement signed by the four provides that if any one of them violates it a fraud order may be issued by the Postmaster General without any previous notice to them. The pledges were signed just as a preliminary hearing on the case was scheduled to begin.

Mr. and Mrs. Branch and Jean Nichols were released immediately from custody of the U. S. Marshal but Margo Porter was held in the County Jail on another charge of forgery by Dallas authorities.

The above facts were disclosed while checking and investigating a letter from Mr. Branch written May 5, labelling BROADCASTING'S previous article a "smear":

The letter reads:

> A few issues ago your magazine semed to take pleasure in publishing a "smear" about me and now I am enclosing a photostat of something which may serve to tell our listeners and your readers the truth so publish it in due fairness to me—XELO and yourselves.

The photostat is a copy of a letter to Judge A. J. W. Schmid, U. S. Commissioner at El Paso, Tex., signed by Harold L. Sims, assistant U. S. Attorney for W. R. Smith Jr., U. S. Attorney. Dismissal is ordered by Judge Schmid in an addition at the bottom of the letter.

The photostat reads:

> The Government moves the Court to dismiss the complaint in the above case as it has been determined that the public interest will best be served by discontinuing prosecution. W. J. Griffin, Postal Inspector, and W. R. Smith Jr., United States Attorney, approve this disposition of the case.

At this writing investigation has not brought out why "the public interest will best be served by discontinuing prosecution."

Data on Latin American Radio Compiled by OIAA

COMPREHENSIVE data on radio stations in Latin America has been assembled in a handbook released last week by the Radio Division, Office of Inter-American Affairs. The publication, first of its kind ever issued, represents, according to John W. G. Ogilvie, director of the Division, "our initial attempt to place information of this type in the hands of U. S. firms interested in Latin American radio."

Entitled "Data and Rates of Radio Stations in the Other American Republics and Puerto Rico", the handbook comprises 143 pages of pertinent data regarding stations and networks, peak listening hours, exchange rates, number of receivers in each country, etc. Copies may be obtained without charge by addressing Kay Bailly, Radio Division, OIAA, 444 Madison Ave., New York.

Tanner Campaign

H. H. TANNER Co., St. Paul (Portrait Cold Wave Permanent), in a brief test campaign, on May 14 starts 50 spot announcements weekly on four Los Angeles area stations. List includes KMPC KPAS KMTR KFWB. Contracts are for 13 weeks. Manson-Gold Adv., Los Angeles, has account.

not just one...
OR TWO—OR THREE
But SIX IMPORTANT FACTORS

Make the El Paso Southwest
A truly GREAT MARKET

1. CATTLE—*the finest cattle country in America.*
2. COPPER—*over 50% of America's production is in this vast area.*
3. COTTON—*the nation's highest cotton yield per acre.*
4. TOURISTS—*America's all-year playground on the sunshine border.*
5. MEXICO—*here's the gateway for imports and exports to Mexico.*
6. SMALL INDUSTRIES—*50 different industries provide diversified payrolls.*

KROD
Dorrance D. Roderick, Owner
Val Lawrence, Manager
600 KC 1000 Watts
EL PASO, TEXAS
Howard H. Wilson Co.
Nat. Rep.

WHBL
SHEBOYGAN, WISCONSIN
Announces the appointment
of
RADIO ADVERTISING CO.
as
National Sales Representatives
WHBL
Going BLUE
June 15
Owned and Operated by
THE PRESS PUBLISHING CO.

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

Re: EARLY MORNINGS

Between 6:30 am and 8:00 am, Monday through Saturday, there are 36 quarter hours. During this EARLY MORNING time, when *local* programs are competing, WWNC has a rating higher than the *next three stations combined* for *every one of these 36 periods.*

More Western North Carolina listeners are yours at *less* cost per thousand on WWNC.

WWNC 570 KC Serving Western North Carolina from ASHEVILLE
Don S. Elias Executive Director
Represented by the Katz Agency

ACTIONS OF THE FCC

MAY 5 TO MAY 11 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION
MAY 8

1330 kc WFIN Findlay, O.—Granted vol. assgn. license from Findlay Radio Co. to Fred R. Hover tr/as Findlay Radio Co. Granted license renewal for period ending 11-1-45.

1240 kc WGBB Freeport, N. Y.—Granted mod. license change hours operation from S-WFAS to unlimited.

1240 kc WBHD Petersburg, Va.—Granted request to change call to WSSV.

1490 kc WTMV East St. Louis, Ill.—Granted vol. assgn. license from Mississippi Valley Broadcasting Co. to Myles H. Johns, Penrose H. Johns, William F. Johns, and William F. Johns Jr., d/b Mississippi Valley Broadcasting Co.

1240 kc WJEJ Hagerstown, Md.—Granted license renewal for period ending 8-1-46.

1230 kc WAYX Waycross, Ga.—Granted license renewal for period ending 2-1-46.

Following stations granted license renewal for period ending 5-1-48: WBZ WGNY WCAR WIBC (and aux.) WCAU WTIC WLAC WHO WAPI WBZA KDKA KYW WGAR. (Commissioner Durr voted for further hearing before final actions on WBZ WBZA WCAU WTIC WLAC WHO KDKA WAPI KYW WGAR.)

1240 kc KHBG Okmulgee, Okla.—Granted license renewal for period ending 8-1-46.

1240 kc KWAT Watertown, S. D.—Same.

1240 kc KIUL Garden City, Kan.—Same.

1230 kc WBLJ Dalton, Ga.—Granted license renewal for period ending 2-1-46.

1470 kc WMBD Peoria, Ill.—Granted license renewal for period ending 11-1-47.

NEW-1450 kc Hugh G. Shurtliff, Charles A. Shurtliff, Mareby Cardella (Della) Shurtliff and Cleo Agnes Center, Santa Maria, Cal.—Adopted memorandum opinion granting CP new standard station 250 w unlimited; conditions.

MAY 10

NEW-1340 kc The Brockway Co., Massena, N. Y.—Adopted decision and order granting application for CP new standard station 250 w unlimited; conditions.

ADMINISTRATIVE BOARD ACTIONS
MAY 7

NEW-1340 kc Central Valleys Broadcasting Co., Sacramento, Cal.—Granted license to cover CP authorizing new standard station 250 w unlimited; conditions.

Tentative Calendar . . .

MAY 16

KFNF Shenandoah, Ia.—License renewal and transfer control. Intervenor: Cowles Broadcasting Co.

KOMO Seattle—License renewal.

KJR Seattle—Same.

MAY 18

KHQ Spokane—License renewal.

KGA Spokane—Same.

Applications . . .

MAY 7

National Broadcasting Co., Bound Brook, N. J.—License to cover CP new international broadcast station WNRE.

NEW-47.1 mc WKAT Miami Beach, Fla.—CP new FM station, 1,519 sq. mi., $24,500 estimated cost.

NEW-Channel 2 WKAT Miami Beach, Fla.—CP new commercial television station, ESR 760.

NEW-1340 kc Palm Springs Broadcasting Co., Palm Springs, Cal.—CP new standard station 250 w unlimited.

MAY 8

NEW-46.9 mc Durham Radio Corp., Durham, N. C.—CP new FM station, amended to specify 46.9 mc, 14,200 sq. mi., trans. site and antenna.

NEW-44.5 mc Oshkosh Broadcasting Co., Oshkosh, Wis.—CP new FM station, amended to change name to Myles H. Johns, William F. Johns Jr., William F. Johns and Frederick W. B. Renshaw d/b Oshkosh Broadcasting Co.

NEW-Enterprise Publishing Co. and United Publishing Co., Wexahachie, Tex.—CP new FM station (returned, incomplete).

MAY 11

1450 kc WTBO Cumberland, Md.—CP makes changes trans. equipment.

NEW-1240 kc Southside Virginia Broadcasting Corp., Petersburg, Va.—License to cover CP new standard station 250 w unlimited (WSSV).

NEW-1120 kc Pottsville Broadcasting Co., Pottsville, Pa.—CP new standard station 250 w unlimited.

NEW-49.3 mc Laurence W. Harry, Fostoria, O.—CP new FM station, 1,043 sq. mi., $7,754 estimated cost.

NEW-47.7 mc Pacific Radio Advertising Service, Portland, Ore.—CP new FM station, 8,380 sq. mi., $21,610 estimated cost.

NEW-1450 kc Centre Broadcasters Inc., State College, Pa.—Petition filed for consideration and grant of application for CP new standard station 250 w unlimited.

NEW-42.5 mc J. K. Patrick & Co., Athens, Ga.—CP new FM station, 40 sq. mi. (returned).

ADDITIONS GIVE MBS 264 STATIONS

WTMC Ocala, Fla., on June 15 joins Mutual, making a total of 264 outlets. Station operates with 250 w on 1490 kc. Owner and operator is John H. Perry, owner of WJHP Jacksonville, WDLP Panama City, Fla., publisher of the *Jacksonville Journal*, president of Western Newspaper Union.

Another new station to join June 1 is WSSV Petersburg, Va., operating with 250 watts on 1240 kc under the general management of Jonas Weiland. Network also announced last week the addition, effective immediately, of KVIC Victoria, Tex., operating with 250 watts on 1340 kc, and licensed to Radio Enterprises Inc.

KGFW Kearny, Neb., 250 watts, 1340 kc., owned and operated by Lloyd C. Thomas, joins MBS June 1. KHAS Hastings, Neb., joins the same day, operating with 250 watts on 1230 kc, operated by Nebraska Broadcasting Co. *Hastings Daily Tribune* is the chief owner.

Cleveland Poll Shows Middle Plugs Disliked

POLL conducted by the radio department of the *Cleveland Plain Dealer* drew 505 reactions against middle commercials in newscasts with 46 reporting no objections. General indication based on replies of 546 of the 551 persons polled, according to the *Plain Dealer*, is that commercials within 30 second to 1 minute length are in the "non-fatigue" belt of listening.

In answer to what type of commercials are preferred, the poll showed: 511 for straight bulletin in natural voice; 23 for comedy commercial; 12, singing commercial; 3, dramatic commercial; 2, sound effect commercial.

A PROPHET IS HONORED—

AND HONORED AT A

Profit!

A prophet *is* occasionally honored in his own home town!—It's proved by 118 leading local advertisers who used, *with profit*, a staggering total of days and hours of broadcast time on WSBT in the year just past.

It's 100 to 1 that the South Bend distributor of *your* products is among these:

9 department stores
6 men's clothing stores
7 shoe stores
10 furniture stores
6 banks and financial houses
8 building supply and real estate companies
70 miscellaneous accounts, including food, drugs and hardware.

They know a good thing when they *hear* it! And if you want to *see* something good, ask for a copy of our latest "Hooperating." As usual, it's terrific.

South Bend KNOWS What Hooper SHOWS!

PAUL H. RAYMER COMPANY
National Representatives

980 KC — 1000 WATTS
COLUMBIA NETWORK

WSBT
SOUTH BEND

630
ON THE DIAL

- MORE PEOPLE LISTEN
- MORE PEOPLE BUY

CKRC

WINNIPEG – CANADA
"THE DOMINION NETWORK"

OVER 160,000
RADIO HOMES
In WMOH
.5 MV/M Area

The SPOT For
Your SPOTS Is

WMOH
Hamilton, Ohio

Commercials Cut as Radio Adopts 3-Way Sunday Theme

FACED with necessity for a three-way slant on Sunday programs due to Mother's Day, start of the Seventh War Loan and President Truman's proclamation of May 13 as a day of prayer and thanksgiving, networks and stations differed widely in their solutions.

Each network presented its own War Bond show, 8:30-9 p.m. NBC's broadcast had Bob Hope and his troupe from Washington and Bing Crosby from Hollywood. Mutual repeated Arch Oboler's play on German surrender, *Strange Morning*, with Claudette Colbert in the leading role.

Secretary of the Treasury Morgenthau was scheduled to speak on a four-network hookup immediately following the individual bond programs.

Blue Kills Commercials

Blue knocked out all straight commercials for the day, asking advertisers to substitute institutional messages "in keeping with the spirit of the day". Walter Winchell's program, for example, was to leave out its usual three commercials for Andrew Jergens Co., replacing them with sponsor credit and closing with a war message from the company. Jergen's *Hollywood Mystery Time*, scheduled to have sponsor credit only, was to remain unchanged in format. Blue retained regular newscasts, adapting them to the May 13 theme, and scheduled special speakers and music for its usual religious programs.

The Andrews Sisters' program on the Blue featured a Mother's Day theme and *Radio Hall of Fame*, also on Blue, used a pickup from a Naval hospital from which three veterans spoke to their mothers.

General Motors' *Symphony of the Air*, NBC, 5-6 p.m., replaced its usual program with a drama on victory in Europe, "Remember This Day," by Arthur Hopkins with musical score by Dr. Frank Black. Drama used Biblical quotations to review history of the war and portray the European dictators. Other NBC programs were to go on unchanged.

With normally solid religious schedule on Sunday morning, Mutual planned two special post V-E Day broadcasts during that time. At 10:30 a.m. Archbishop Francis Spellman, Mr. and Mrs. F. L. Sullivan, parents of the famed Sullivan boys, and a massed choir were to be heard, with Bing Crosby coming on from Hollywood. From the military academy at West Point, a message from the commander and songs by the cadets choir were scheduled for 11:30 a.m. Almost all MBS regular programs were slanted to the President's "thanksgiving" theme.

On CBS schedules were unchanged except for three regularly-scheduled religious programs, which were revised for the day, a special musical program on the New York Philharmonic Symphony broadcast, 3-4:40 p.m., and a repeat of the V-E Day Norman Corwin program, to be broadcast live, 11 p.m.-midnight.

FCC Grants Locals for Massena, N. Y., Santa Maria, Cal.; License for KCRA

TWO NEW STANDARD local stations, one for Massena, N. Y., with assignment of 250 w unlimited time on 1340 kc, and the other for similar assignment on 1450 kc at Santa Maria, Cal., were granted by the FCC last week pursuant to the policy of Jan. 26, 1944, relating to the use of critical materials for construction purposes, and subsequent freeze orders.

Massena grant goes to The Brockway Co., licensee of WWNY Watertown, N. Y. The Santa Maria applicant is a partnership composed of Hugh G. Shurtliff, control operator of KMJ Fresno, Cal., Charles A. Shurtliff farmer, Mareby Cardella (Della) Shurtliff and Cleo Agnes Center.

The Commission decision and order finds that the Massena area, greatly augmented by war activities, receives no primary service either day or night except for certain local service from Canadian stations, part of which is in French. WMFF Plattsburg, N. Y., 73 miles from Massena, an intervenor, submitted engineering data which, along with information of the applicant, indicated that undue interference would not result from the new outlet.

In adopting the memorandum opinion granting the new West Coast local the FCC finds that the Santa Maria area at present receives no primary service either day or night.

Applicants say they have most of necessary material on hand and that personnel for construction and operation is available and will not interfere with the manpower situation.

KCRA, new local outlet at Sacramento, Cal. was granted a license to cover its construction permit on certain technical equipment conditions. Operators are Ewing C. Kelly, general manager, and head of his own advertising agency; David R. McKinley, wholesale baker, and Vernon Hansen, wholesale dairyman.

IN *Boston* IT'S

WHDH

850 on Your Radio Dial

5000 WATTS

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If you work with recordings, cutting or playing them, AUDAX equipment needs no introduction. You are, undoubtedly, familiar with the extraordinary engineering and skillful, sensitive craftsmanship that have made them as famous and desirable as they are today. AUDAX pickups are the only pickups to incorporate the unique "relayed-flux" principle — so largely responsible for the sharp, clean cut facsimile reproduction of Microdyne. And AUDAX cutters and jewel points, too, are designed to reproduce with maximum clarity and brilliancy over longer periods of time.

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Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good postwar future. Box 932, BROADCASTING.

First class engineer wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and salary expected in first letter. Box 399, BROADCASTING.

Announcer, top rate, for news, records, and M.C. ad lib shows. Not a duration job but one that offers quick advancement to executive status if you can deliver. Top starting salary. 5 kw network affiliate. Proven record of performance and stability required. Reply in confidence, giving full information about yourself, including salary desired and small photo. Box 514, BROADCASTING.

Wanted—Top flight staff announcer with quality selling delivery for regional network affiliate station in northwest. Send references, photo, transcription with application. Box 553, BROADCASTING.

Opportunity for fluent and imaginative, but stable and sincere, staff announcer familiar with transcribed libraries to create and announce salable shows at non-metropolitan NBC station. Rocky Mountain Area, non-defense farm community with good post war future. Please send transcription, photo, references, sample script. Write Box 554, BROADCASTING.

New England announcer—For 5 kilowatt CBS station. Good living conditions, good pay, good future to competent man. Box 564, BROADCASTING.

New England writer—Radio copy, shows, announcements, features. Must write good commercial copy for radio. Box 565, BROADCASTING.

Wanted—Operator, first class license immediately. Send complete story first letter. Permanent. Box 574 BROADCASTING.

Texas kilowatt Blue-Mutual desires improve its Hooper. Want program man who knows how. Tell all. Box 576, BROADCASTING.

Salesman—250 watt progressive Blue-Mutual station, northeast Texas has opening for good dependable man, to replace top salesman going into Army. Send full details including experience, character and business references and photo. Box 594, BROADCASTING.

Wanted — Announcer - newscaster with reasonable experience. One who can assist in production. Progressive CBS affiliate Central New York. Basic $47.50 for 40 hour work week. Box 602, BROADCASTING.

Wanted—First class operator for basic supplementary network station in midwest. Box 603, BROADCASTING.

Wanted—First class engineer, experienced in studio operation, transmitter, recording and maintenance. Excellent working conditions, forty hours, good pay, 250 watt Blue Network affiliate located in fine city of 50,000. Apply Box 616, BROADCASTING.

Salesman. Regional network affiliate has unusual opportunity for young, well qualified salesman. Permanent position and excellent opportunity. Give detailed background and experience first letter. Box 621, BROADCASTING.

Wanted—Experienced midwestern announcer. Offering excellent future prospects. Permanency, good living and working conditions. Write Box 623, BROADCASTING.

Announcers—Two first class announcers for NBC affiliate in Louisiana. Salary $66.00 per week. Write complete details. Box 626, BROADCASTING.

Combination announcer-operator with first class ticket for Alaska station. Will pay $250 per month and transportation from your present location to Alaska and return on contract six months or more. Excellent opportunity to see Alaska this summer returning home this fall, if you wish. Permanent with excellent prospects for advancement, if you decide to stay. Wire or write Edwin A. Kraft, 708 American Building, Seattle, Wash.

Want announcer versatile enough to MC Hillbilly and do newscasting. Send transcription and details to WORD, Spartanburg, S. C.

Help Wanted (Cont'd)

Commercial manager wanted for network station large New England market. This job requires man who can direct good sales staff and build more local business. Will also be station contact for national reps and must be able to handle availabilities through traffic and program departments smoothly, accurately and speedily. Prefer man who knows New England advertisers and agencies, and with some experience handling national spot business other markets. Essential that he be able to work harmoniously with other department managers in a teamwork organization that is going places. Substantial salary basis to start, with future earnings dependent upon results. In replying, please give details, including complete experience, references and salary requirements. Our staff knows of this advertisement. Box 631, BROADCASTING.

Wanted chief engineer for new station in Pennsylvania. Must be high type man. All letters held confidential. Write Box 636, BROADCASTING.

Wanted—Announcers, engineers, program director for new 250 watt station in Pennsylvania. Write Box 637, BROADCASTING.

Transmitter engineer immediately, KGVO, Missoula, Montana, 5 kw, CBS affiliate. Ideal climate, country abounds with outdoor sports; Missoula, university town of 25,000. Non-defense area, reasonable living. Good opportunity for post war stability. Plenty of interesting electronic work coming up. Pay $1.06 per hour, A.F.L., minimum 40 hour week. Give essential information first letter.

Announcer with restricted ticket, or better. Man capable of doing good all-around job will rate excellent salary in city with modest living costs. Job is permanent. No rush, so write full particulars. WLAG, LaGrange, Georgia.

Announcers—$72 for six day week. Give details of experience. Personal auditions preferred. Transcriptions given careful attention. Write Program Director, WIND, Chicago.

Engineer. Transmitter and control room work. Recording experience helpful. Permanent. WAKR, Akron 8, Ohio.

New Blue Network station has immediate permanent opening for announcer-newscaster. Send full qualifications and disc to Harold M. Cook, WHOT, South Bend, Indiana.

Wanted—An account executive of five or more years experience in radio selling. $400.00 a month guaranteed to start. Send photo and references with first reply to Intermountain Broadcasting Corporation, Salt Lake City, Utah.

Experienced announcer, local network affiliate. Good salary. Please phone or wire collect all qualifications. WERC, Erie, Penna.

Engineer-mathematician. Excellent opportunity for accredited engineer with old-established radio consulting firm in Washington. Station experience desirable but not essential. Contact Box 647, BROADCASTING.

Chief engineer. Capable of taking complete charge of all engineering operations of five kw midwestern network affiliate. Must have proven record of experience in operations maintenance, personnel supervision and be able to supervise post war FM development. Permament position with real future. State full particulars about yourself including experience, age, draft status, when available and salary expected. Enclose small photo. All replies confidential. Box 645, BROADCASTING.

Situations Wanted

Announcer, 5 years experience on 5 kw net affiliate. News, music, drama, production. Woman. Box 583, BROADCASTING.

News editor. 4 years experience editing and broadcasting news. 5 years 5 kw experience. Woman. Box 584, BROADCASTING.

Writer-announcer—Would like position as either or both. Develop own program ideas or put yours into script form. Writes material that sells. Newscasting, sportscasting, platter shows, commercial announcing. 25, college trained, married, draft deferred. Prefer east. Box 609, BROADCASTING.

Situations Wanted (Cont'd)

Program director needed? Dependable, experienced, and anxious to keep programming and production at top efficiency. Personal interview desired. Permanent. Box 620, BROADCASTING.

Veteran sports broadcaster and editor —Eight years experience in broadcasting sports programs, play by play as well as sports news periods. Three years press association experience writing column material and covering biggest sports events. Desire spot with regional station for family reasons. Will explain fully in letter. Box 622, BROADCASTING.

Male announcer, vocalist, M.C. open. Box 624, BROADCASTING.

Announcer—3 years experience: sports, news, commercial, remote, platter jockey, control board, veteran, conscientious, dependable. Permanent position only. $245 monthly minimum. Box 625, BROADCASTING.

Musical director. Can go anywhere. Expert at copyright clearance, programming, transcribed, live music, care of transcription and record libraries. Also, play Hammond or pipe organ as theme, B. G., variety or straight musical show. 2A (F), 30, married. 5 years experience. Box 627, BROADCASTING.

Chief engineer and program director-chief announcer. Desire change for progress. Two able-top-flight radio men with 15 years combined experience.

Chief engineer thoroughly capable installation-communications man. Program director competent newscasters-sports play-by-play. All around announcer who knows radio. Family men, honorable discharges. Will consider only solid, permanent offers. Finest references. State all, including salaries, information, photos-disc sent upon request. Wire or airmail. Box 628, BROADCASTING.

Position as station manager or commercial manager. Discharged veteran. Not returning to former position for personal reasons. 4 years experience as commercial manager and 6 as station manager network affiliate. Excellent references. South preferred. Box 629, BROADCASTING.

Radio director-account executive. B. F. want an agency radio director who is also experienced in sales and service for other media? Unusual creative, copy radio production ability. Successful radio and agency background. Now handling important accounts and supervising radio for established agency but looking for position where progress is measured by productivity. Salary or salary and bonus: $6000-$7500, depending on locality. Box 630, BROADCASTING.

Announcer, 21 married, 4F. 5 years all-round experience, control operation. Seeks permanent position. Salary $65.00 weekly. Box 632, BROADCASTING.

Young man. Experienced production writing, selling. Fair announcer. Go anywhere. Available now. Box 633, BROADCASTING.

Top announcer, experienced: news, ad lib, producer seeks position on west coast in near future. $60.00 week minimum. Box 634, BROADCASTING.

Attention—New York-Philadelphia-Baltimore-Washington. Good versatile announcer available. Can handle ad-lib record and talent shows, news and commercials. Presently employed metropolitan network outlet. Box 635, BROADCASTING.

Chief engineer 250 watt network station desires change. Age 37, married. 15 years radio experience including business and supervisory. First class radiotelegraph and radiotelephone licenses. Would consider transmitter supervisors position. Please reply to Box 638, BROADCASTING.

Planning FM? Station owners here is a chief engineer who can save you money in construction and normal operating expenses. Years of diversified radio experience. Box 639, BROADCASTING.

Chief announcer of large midwestern station, sound production ideas, and five years of radio, seeking permanent connection with a progressive organization. Excellent recommendation from present employer. Box 640, BROADCASTING.

Announcer-program director. Army discharge. Age 28. Can operate board. Desire to write some copy. Traffic experience. At present with 5 kw CBS station. Prefer west coast or western station. Box 641, BROADCASTING.

Announcer—Newscast, easy ad lib. War veteran, married, personality, humor. Available immediately. T. C., 302 Bristol Blvd., San Leandro, Calif.

Situations Wanted (Cont'd)

Veteran, age 21. One year experience, control board and announcing. Prefer southern part of Texas, Arizona or California. Available immediately. Formerly chief announcer at station in east. Change due to health. Box 642, BROADCASTING.

Twenty years with high power broadcast and shortwave transmitters, experienced in design, construction, installation, maintenance and supervision, looking for responsible position. Box 643, BROADCASTING.

Young lady wishes to make connection and earn her place with a progressive radio station. Offers excellent voice, knowledge of commercial copy and some understanding of the job needs of a radio station. Box 644, BROADCASTING.

News editor, rewrite and announce news, 10 years newspaper experience, 7 years radio. Draft exempt. Best of references. Box 646, BROADCASTING.

Wanted to Buy

Wanted—FCC approved frequency and modulation monitors. Other 250 watt station equipment. Cutting mechanism for type RCA OR-1 transcription tables. Box 600, BROADCASTING.

Wanted to buy—One or two lateral tone arms RCA M1 4856. Must be in good condition. State price. Leo Deconnick, Chief Engineer, WCOL, Columbus, Ohio.

For Sale

Allied Model-329 recorder playback. Dual speed 17" turntable. Perfect condition. None better in the country. Fitch Building, 96 Bidwell Parkway, Buffalo, New York.

Fine, surplus used equipment: Three 50 watt 6L6 four stage four channel P. A. amplifiers, virtually new. Two offset head crystal transcription pick-ups, Astatic and Shure. One Brush 24-cell broadcast mike. One 16 inch laboratory recorder, countershaft and flatbelt drive, ideal for any overhead feed system. One 16 inch rim-drive portable recorder, less overhead feed mechanism. One Presto 1-C cutter. Vacuum system for one or two machines. Write for description, price, or make offer. Damon Transcription Laboratory, Midland Building, Kansas City, Mo.

1 K. W. WE 6B amplifier converted power supply, will pass F. C. C. $2800. J. Eric Williams, Lyme, Conn.

ARE YOU LOOKING FOR A BETTER JOB?

FREE PLACEMENT BUREAU FOR ANNOUNCERS—WRITERS—ENGINEERS AND OFFICE WORKERS.

SEND COMPLETE DETAILS IN FIRST LETTER. NO FEE. RADIO STATIONS PAY THE CHARGE

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America's Oldest School Devoted Exclusively to Radio Broadcasting

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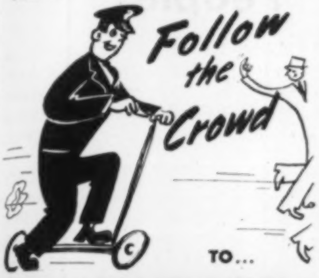

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1121 VERMONT AVE.—WASH. 5, D. C.

WRITE-WIRE OR CALL FOR DETAILS

OBSTRUCTION LIGHTS

Available without priority

TYPE 661

Complete with red fresnel lens and 100 watt A-21 lamp.

Write for Bulletin 33

ANDREW CO.
363 E. 75th St.,
Chicago 19

IT'S COOL HERE!

HOTEL
Mayfair
ST. LOUIS

AIR-CONDITIONED

WANTED!

A live-wire man, with family preferred, who has a passion for perfect production and a yen and ability to write. Must be capable show-writer and producer.
This is a permanent job for a sincere worker in one of America's largest markets at a highly progressive station serving up AM, FM and well on the road to television.
Send complete detailed account of background, draft status, plus photo and salary requirements. All replies strictly between us.
BOX 597, BROADCASTING

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"

Radio Engineering Consultants

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Custom-Built Speech Input Equipment
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High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
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The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
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● *Specializing in painting radio antennae towers from coast to coast.*
H. K. RHODES
603 E. MAIN ST.,
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DON'T DISAPPOINT HONOLULU
CABLES PETE SIMMONS, KGU
THE SHADOW

Available locally on transcription—see **C. MICHELSON**, 67 W. 44 St., N.Y.C.

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DEDICATED TO THE
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Exact Measurements - at any time
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Frank H. McIntosh
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Tel. Bridgeport 7-2465
Garo W. Ray
Consulting Radio Engineer
Hilltop Drive Stratford, Conn.

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ANDREW CO.
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363 E. 75th St. CHICAGO 19
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At Deadline...

PUBLIC EXPRESSION CONTROL OUTLINED FOR GERMANY

AMERICAN organizational plans for military government of Germany, announced last Friday by Secretary of War Stimson, provide for a public information section to control all forms of public expression in Germany, including radio, newspapers, magazines and motion pictures. It will handle dissolution of the propaganda ministry of the notorious Goebbels and establishment of "an unbiased and truthful press and radio system", Secretary Stimson said.

Lt. Gen. Lucius Clay, 48-year-old West Pointer and former deputy director for war programs of the Office of War Mobilization & Reconversion, was named deputy military governor under Gen. Dwight D. Eisenhower in charge of the American occupation zone by President Roosevelt before his passing. He will designate the heads of the 12 divisions in the United States group to be created to direct military government of Germany with the other allied powers.

BROADCASTERS OPPOSE MAKING BUSINESS PUBLIC

UNANIMOUS OPPOSITION to making public financial and contractual information required of licensees under FCC proposed regulations, 1.301-1.304 [BROADCASTING, April 23], was expressed in 12 briefs filed last week in behalf of 26 organizations, corporations and licensees. Oral argument is May 21.

Spearheaded by NAB, licensees contended (1) FCC proposal would place broadcasting in common carrier category in violation of Communications Act; (2) would open books to competitors in other advertising media, contrary to intent of Congress. Briefs were filed in behalf of NAB, CBS, NBC, Blue, Yankee Network & Gen. Tire & Rub. Co., KFDM WFEA WBAP KGKO WXYZ WOOD WMC WTCN KSD WCPO WNOX WADC WHAM WFLA WFBM WWVA WJW KOB WOR WGBG WJR.

SHUPERT HEADS ATS

GEORGE T. SHUPERT, assistant to the president, Television Productions Inc., was elected president of American Television Society last Thursday. Other officers elected for 1945-46, are: David Hale Halpern, Henry Souvaine Inc., vice-president; Alice Pentlarge, WQXR New York, secretary; Don McClure, N. W. Ayer & Son, treasurer. Group also chose these directors for one-year terms: Prof. Edward C. Cole, Yale U.; John Flory, Foxx, Flory & Williams; Dan D. Halpin, RCA; Theodore Huston, Ruthrauff & Ryan; Charles H. Kleinman, RCA; Evelyn Pierce, Compton Adv.; Herbert E. Taylor Jr., Allen B. DuMont Labs.

CHURCHILL BROADCASTS

IN COMMEMORATION of his fifth anniversary as British Prime Minister, Mr. Churchill was scheduled to speak Sunday 3 p.m. from London. At deadline, his speech had been scheduled by Mutual and CBS for 3 p.m. and by Blue via transcription at 11:15 p.m. NBC reported uncertainty. His message was to be heard in Canada through CBC and in Latin America on BBC shortwave.

RADIO CONTRIBUTES HALF OF BOND AVERTISING

NEARLY HALF of advertising's $25,000,000 contribution to the Sixth War Loan campaign came from radio, with majority coming from network programs, Tom Lane, Director of Advertising, Press & Radio, War Finance Division, Treasury Dept., declared Thursday at a meeting of writers, producers and executives of advertisers, agencies and networks in New York. Mr. Lane reviewed overall war cost situation and outlined basic copy policy for the Seventh War Loan drive.

Gene Carr, Radio Section chief for the drive, and George P. Ludlam, chief, OWI Radio Bureau, discussed allocations. Lt. (jg) David Levy, USNR, former producer of *We the People* and special radio consultant to the Treasury, said the Treasury has invited leading songwriters to compose special war songs for use during the bond drive.

SPECIFIC LABS. APPOINTS IRVING

SPECIFIC LABS., Chicago (Formula 77 for Athlete's Foot), has appointed Rocklin Irving & Assoc., Chicago, to handle its advertising. Radio will be used.

Closed Circuit

(*Continued from page 4*)

tiating for acquisition of Maryland station, network outlet, at figure of approximately $200,000. Deal will come to light within few days. KQV-ites, owning ¼ each, are William S. Walker, president, Walker & Downing Advertising Agency; Irwin Wolf, vice-president, Kaufman's Department Store; Earl F. Reed, attorney; Charles T. Campbell, businessman.

ALTHOUGH the FCC will follow its policy of closely scrutinizing station transfers, transaction such as that involving sale of WBT Charlotte by CBS to Jefferson Standard Life Insurance Co. for $1,505,000 [BROADCASTING, May 7] is likely to be approved forthwith. That's because it's in nature of "forced sale" and network doubtless would be happy to hold on to property. Sale was necessitated by FCC's network monopoly regulations governing network ownership of stations in other than key program originating points.

WATCH for a meeting of the FMBI, probably in Chicago, soon after FCC announces allocations above 25 mc. FCC is understood to have asked FM broadcasters to suggest prospective standards, power, distribution of stations, etc. Chances are the ODT will permit the FMBI session, which would draw some 165 members, if FCC nod is forthcoming. Nothing official has been announced but it is reported the Commission would favor such a gathering in "public interest, convenience and necessity".

WASHINGTON'S National Press Club, scene of many official firsts, on May 25 will have the first public demonstration of the Army's far-flung radio communications system. Maj. Gen. Frank E. Stoner, chief of the Army's Communication's Service, who directs the world-wide operations, will demonstrate the operation at a special luncheon which may well be featured by worldwide transmission of radio facsimile.

People

FCC CHAIRMAN PAUL A. PORTER on June 4 will receive honorary Doctor of Laws degree from Kentucky Wesleyan, Winchester, Ky., when he delivers Commencement address. Mr. Porter attended Wesleyan for three years.

LT. COMDR. J. HARRISON HARTLEY, USNR, resumed duties last week as officer in charge, Radio Section, Navy Office of Public Relations after eight months in the Pacific as radio officer, CINCPAC. Ex-assistant director of news and special events for NBC, he supervised the building and start of operations of Navy radio studios at Pearl Harbor and Guam.

MAJ. EDWARD BYRON, former head of Radio Branch, Army Service Forces, Bureau of Public Relations, has left the Army to return to production of *Mr. District Attorney*. He will continue as advisor and director on the CBS-Army show, *Assignment Home*. Replacing him in ASF job is Maj. Andre Baruch.

ROSEL H. HYDE, FCC general counsel, back from San Juan, Puerto Rico where he sat as examiner in several cases. Leonard H. Marks, asistant to general counsel who appeared for FCC is due back this week.

VERN R. YOUNG of Loucks & Scharfeld, Washington communications attorneys, and Mrs. Young are parents of a boy born Friday.

MARY FRANCES ZARBOCK, publicity assistant, WTOP-CBS Washington, now Mrs. Ben Miller, bride of former Young & Rubicam executive on leave as lieutenant, Army Service Forces, Radio Branch, Washington.

WESTINGHOUSE EXPANDS

IN PREPARATION for production of a full line of home appliances for consumers, Westinghouse Electric & Mfg. Co., Pittsburgh, is switching to straight product-selling on its Ted Malone program, Blue. Effective June 11, Malone will be moved from Mon-Wed., 8-8:15 p.m., 166 stations to Mon. thru Fri. 11:45-12 noon. Malone remains overseas indefinitely, broadcasting news of servicemen. Move follows announcement by War Mobilization Director Fred M. Vinson that moderate manufacture of washing machines and refrigerators would be resumed immediately, electric irons and stoves increased in three to six months, some civilian radios in a year. Agency: McCann-Erickson, New York.

SWIFT TELECAST FOR BONDS

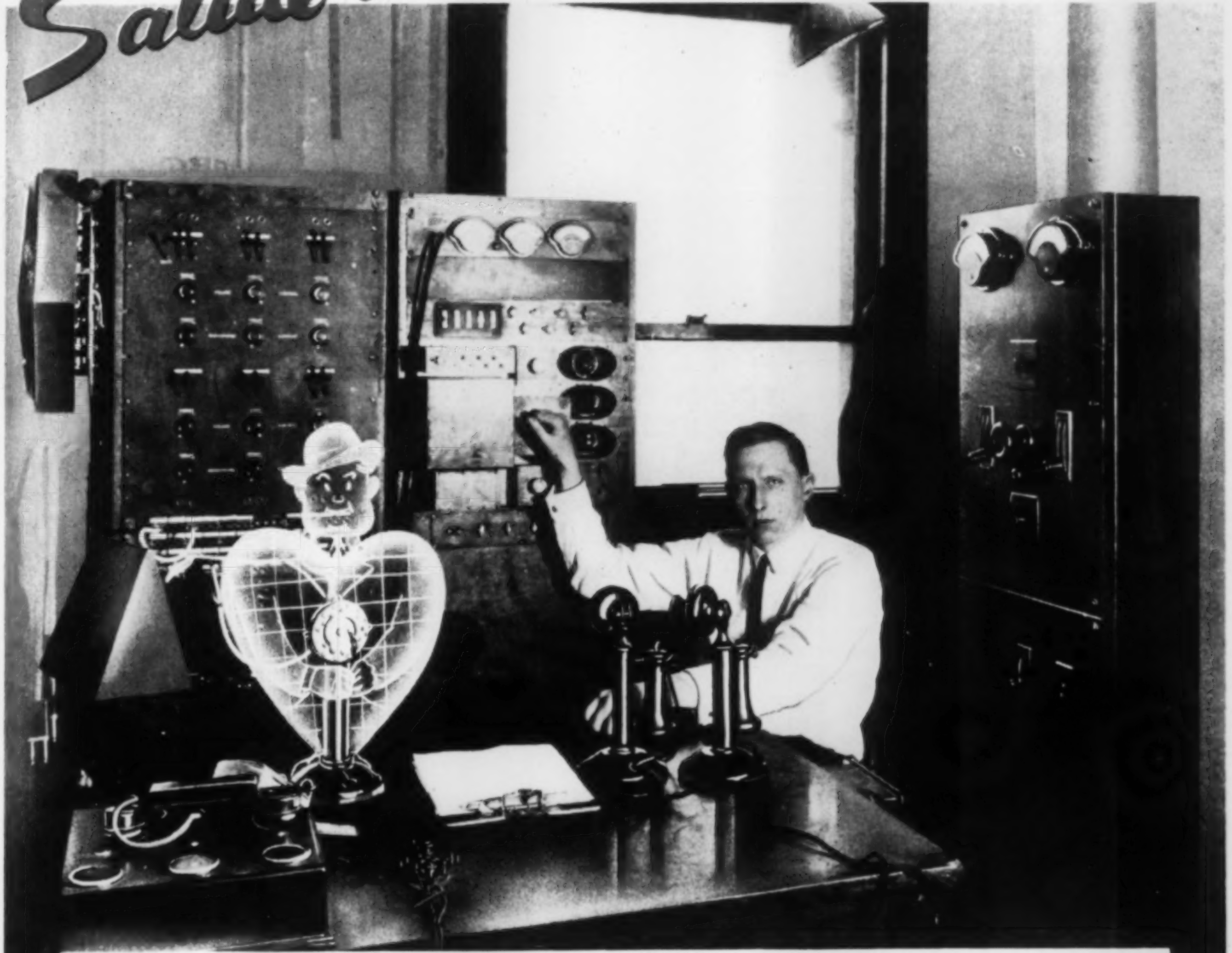
SPECIAL hour-long telecast of Swift & Co.'s *Breakfast Club* (Blue) for the 7th War Loan Drive will be presented May 21 on WABD New York, the DuMont station. Don McNeill and cast will be featured, with WABD opening up especially Monday 8-9 p.m. for the event. Paul Mowrey, Blue television head, will direct.

U. S. STEEL SERIES

U. S. STEEL Corp. of Delaware is considering sponsorship of a 13-week half-hour dramatic program designed to educate both GI's and civilians to problems of rehabilitation. Program would be presented live in Pittsburgh and recorded for other stations in U. S. Steel merchandising and production areas. Account is handled by BBDO Pittsburgh and New York.

Salute to WNAC, BOSTON

First Network Station in the World!



Technical director Irving B. Robinson at WNAC board used in the first network broadcast originating from WEAF, New York.

1920-1945 XXV

Under the date of January 4, 1923, is found this historic entry of broadcasting's early beginning — "7:55 to 8:00 p. m. Saxophone solo by Nathan Glanz, 'Lovelight In Your Eyes'. Program to be broadcast jointly by WEAF and WNAC (The Shepard Stores, Boston) from studio WEAF (The two stations will be connected by special long distance telephone wires of the A.T. & T. Company)"

Thus chain broadcasting was born!

While the listening public was said to have been *well satisfied with the success of the experiment*, technical experts were not, realizing that such transmission had to be bettered if the future of network broadcasting was to be assured.

In this development, and in the eagerness to put its facilities to work, the public again has evidence of the industry's great advancement in only a quarter of a century. Boston is rich in its stories of broadcasting's accomplishments, and all of its stations have had something to contribute. WEEI at the time of the 1927 Vermont flood "efficiently bridged the gap left by a complete breakdown of wire communication facilities between northern and southern New England"—said to be the first attempt in history to broadcast news from the scene of a disaster.

What has been said of Boston broadcasters can be said in one way or another of stations throughout the broad breadth of the land. An instance of this is KMBC of Kansas City which is recognized for its leadership in propogating broadcasting's place of prominence in the Heart of America. The most recent of its *pioneering* steps is to become the first station in the area to install a magnetic wire recorder, thereby broadening still further the means by which KMBC can assume added responsibilities and win new friends for those associated with it.

KMBC OF KANSAS CITY

Free & Peters, Inc.

Of Course—KMBC-FM—an extra service at no extra cost

SINCE 1928 — BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS